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NEW WEBSITE EDITING SOFTWARE FOR WINERIES LAUNCHES
Missing Link Networks' eCellar™ CMS module works on any website

Calistoga, Napa Valley, June 2011---Missing Link Networks, Inc. announces the availability of eCellar™ CMS, an easy-to-install and easy-to-use Content Management System module which integrates directly into a winery's existing website for immediate text and image editing.

"This is the latest in our offerings for the wine industry which provides an unusually convenient yet sophisticated solution," explains Missing Link Networks' Founder and CEO, Paul Thienes. "We've heard from our clients they want more control of their web content and we designed eCellar CMS to do exactly that," he adds. "A winery can edit its website in real time from anywhere, without the need to buy or learn additional and complicated software---this is an essential feature. What differentiates eCellar CMS from our competitors is that it can be installed on any existing or new website as-is, regardless of page type and design layout."

Built to launch right from the eCellar Administrative Control Panel and open directly into a winery's web page, eCellar CMS puts WYSIWYG editing tools - complete with familiar word processing conventions - at your fingertips. There's no need to call tech support for help: the eCellar CMS is accessible from any computer (PC or Mac) with a broadband internet connection, so updates can be made instantly anytime from anywhere.

CMS is the newest module within the eCellar suite of offerings from Missing Link Networks: it is a proprietary module which complements Missing Link's other eCellar software. Missing Link launched eCellar to be a complete direct wine sales and marketing system whether for small emerging wineries, larger, established wine brands or multi-brand portfolios. "We enjoy demonstrating how the several eCellar options (Pro, Estate, and Enterprise) work," says Thienes. "We can come to a winery to walk them through why we're unique, or welcome people to our office in Calistoga for a demo."

Founded in 1997 in Calistoga by Paul Thienes, Missing Link Networks, Inc. has been serving the wine industry with its eCellar™ software since 1999. Clients range from small artisanal winemaker-owned brands to multi-brand portfolios: customers include Huneus Vintners, Pride Mountain Vineyards, Kosta Browne, Flora Springs and Heitz Wine Cellars. eCellar™ offers an integrated philosophy---unusual and unique in the

arena of winery software----and is the only single-vendor, web-based solution which covers transactions across all sales channels (tasting room, website, events, back office), storing customers and orders in a single centralized database.

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