

Wine Enthusiast Joins Godengo's Client Roster

Emeryville, CA -- January 22, 2010 -- [Wine Enthusiast Magazine](#) launched on January 22, 2010, after contracting Godengo in late 2009 to design and build the new site. Prior to switching to Godengo's Rivista platform, the magazine was using a competitor content management system but was attracted to Rivista because of its ease of use and the various monetization tools inherent in the software package.

The new site is also linked to the WineMag catalog, and an integrated search function built by Godengo allows the user to simultaneously search the main site content as well as the [catalog](#). Other popular features on the site include the interactive calendar tool, Geobase directory and videos.

About Wine Enthusiast Companies

Wine Enthusiast Companies is a prominent multi-channel marketer of a growing line of products that satisfy, inform, enrich, entertain and inspire. Founded in 1979, Wine Enthusiast Companies is the world's number one source for wine accessories, storage, information, education, events and travel, and is a driving force in the marketplace. Today Wine Enthusiast successfully markets via direct mail, multiple Internet sites and with our business-to-business division, bringing Wine Enthusiast products into retail stores throughout the nation.

About Godengo:

Godengo provides print and web publishers a strong online presence and networked advertising inventory, enabling them to effectively compete online. Godengo's Rivista™ software is designed from the ground up for multiplying traffic volume, search engine optimization and increasing profits at magazine publisher's web sites. Typically, after six months, publications using Rivista™ double or triple their web traffic. At the same time, the Godengo™ Online Ad Network harnesses an affluent, upscale consumer audience representing the premier city & regional and lifestyle publications, providing national reach with deep expertise in local markets.

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