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NEW APP FOR THOSE WHO SELL AND CONSUME WINE DEBUTS AT HONG KONG *RISE* CONFERENCE

CellWine connects wine sellers to consumers, helps wine lovers manage their collections and make new discoveries

See new app in action at Booth B-109

JULY 11, 2017—CellWine, a new app developed by Good Courage Limited, debuts in Hong Kong at the 2017 RISE conference, offering technology investors and enthusiasts a first look at the new way to connect wine sellers with wine consumers and provide a wine collection management tool for wine lovers. The app also empowers wine lovers to organize winemaker tasting notes, receive promotions and winery updates, discover new wines, and reorder favorite bottles direct from the winery and the merchant.

CellWine is the newest app product from Good Courage Limited, the Taiwan-based developer of leading edge applications that enhance people’s lives through technology. The app addresses critical needs of both wine sellers and wine buyers, including:

- Wine consumers can access winemaker tasting notes, wine stories, drinking window reminders, promotional updates, price valuations, and future price estimates from any location, through the app. Wine lovers can more easily manage their personal wine inventory, because CellWine synchronizes the merchants’ shipping lists directly into consumers’ personal inventories.
- Wine sellers can track their best customers and receive alerts when one of their wines is consumed, thereby creating a sales opportunity as consumers replenish their cellars.

CellWine is currently in beta stage testing, due for worldwide release in later this quarter. The beta version is currently available at leading app stores.

“There is an enormous unmet need in the wine space for wine lovers to not only manage their collections, but to connect with their favorite wineries and explore new ones,” said Eric Tang, CEO of

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Good Courage Limited. “CellWine is a powerful new tool that tracks consumers’ wine inventories, alerts wine sellers of re-sale opportunities, and provides a marketplace for buying and selling fine wines.”

The RISE Conference, which begins today at the Hong Kong Exhibit and Convention Centre, attracts some 15,000 technology investors, executives, media, and enthusiasts to experience the latest innovations in the information technology space, with more than 500 exhibitors from sixty countries around the world. The event focuses primarily on start-ups and new innovations in the software and applications market.

CellWine is exhibiting for the first time at RISE with the intent of exposing tech investors to this new opportunity. Conference attendees may meet the CellWine team and see the app in action at Booth B-109 on Thursday, July 13. More information about Good Courage Limited and the CellWine app may be found at <http://www.cell.wine>.

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