



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wine Guardian Names Export Manager

North Syracuse, NY (March, 31, 2011)-- Wine Guardian®, a world-renowned wine cellar cooling systems brand, has announced the appointment of John Patalita as export manager. In that capacity, he will be in charge of Wine Guardian's international strategic planning, product development and customer relationships.

Patalita, who has been with Wine Guardian's parent company, Air Innovations, since 2007, has 30 years experience with global air conditioning companies in program management, operations, sales and distribution. For more than a decade, he was based in Europe, and over the course of his career, he has developed and implemented programs that increased market share in more than 60 countries.

Patalita continues to serve as division manager of the Floratech division at Air Innovations, which produces and distributes refrigerated floral displays to supermarkets around the world.

Patalita speaks fluent English, French, Polish and Spanish, assets he will be able to use in developing Wine Guardian's international markets. He holds a master's degree in business administration from the University of Rochester's Executive Development Program, and a bachelor of science degree in engineering from Princeton University. In addition, he studied at the École Supérieure des Science Économique et Commerciales in France.

Wine Guardian products are used in residential wine cellars, restaurants and hotels, and wine retail establishments. Regardless of the size of the wine cellar, Wine Guardian systems deliver superior performance in temperature and humidity to ensure perfect conditions for the discerning connoisseur's wine collection.

Wine Guardian systems are available in ductable and through-the-wall configurations and offer more options than any other wine cellar cooling system. Wine Guardian products are made in the USA and are certified to Underwriters Laboratories and European Community safety and performance standards. Wine Guardian is sold exclusively through an international distribution network.

For more information about Wine Guardian's international expansion, visit www.wineguardian.com, contact Patalita at +1 315 452 7407, or email info@wineguardian.com.

Wine Guardian® is an Air Innovations® company.
Wine Guardian is a registered trademark of Air Innovations.
Wine Guardian Through-the-Wall is patent pending.
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