



FOR IMMEDIATE RELEASE

Media Contact

Bonnie Jesseph: 828.719.0253 – cell

Bonnie Jesseph: 828.295-9125 – office

Just Got 2 Have It! Showroom, Bldg. 2 #1637

or bonnie@winoshavefun.com

**From Corporate Mom to W.I.N.O.S.TM,
How One Woman Fulfilled a Dream**

Blowing Rock, NC – Bonnie Jesseph had a busy life: she raised four kids, moved 14 times with her husband’s career, worked in the corporate and consulting worlds, and just completed their 15th move to a small town in the mountains of North Carolina from Chicago. Having sent their two daughters off to college after the loss of both of her parents, she was suddenly “home alone” for the first time in thirty years as her husband traveled with his job. It certainly would have been understandable if she whined a little about being in a dead-quiet home after decades of constant commotion in their lives and around the house. Instead, she focused on what she treasured most: family, cooking, entertaining, having fun, enjoying good wine and giving back to the community and founded W.I.N.O.S.TM (Women In Need of Sanity).

“I knew that I wanted and needed some sanity at this particular crossroads in my life. Of course, I just happened to be drinking a glass of wine during my soul searching. I visualized sanity as diving into a wine glass at the end of the day and before I knew it, W.I.N.O.S. was born.” said Jesseph.

— cont’d —

She worked with a local artist to create the logo of a woman diving into a wine glass. The fledgling entrepreneur loves to cook for family and friends and often adds wine to her many recipes, so she sat down and penned her first cookbook, *W.I.N.O.S Cook With Wine*[™]. The success of that cookbook was followed by *W.I.N.O.S Hormonal Moments, Cooking With Wine and Chocolate*[™], then *MAN Your Grill, Cooking and Grilling With Beer*[™] and the newly released *W.I.N.O.S. GO TAPAS, Appe-teasers and Mini-Meals*[™].

The logo of the woman diving into the wine glass became so popular among her cookbook fans that Jesseph was flooded with requests to put the icon on aprons and t-shirts that she launched a product company to meet the requests. W.I.N.O.S. now features a large selection of apparel, cocktail napkins and accessories that can be found in over 1,200 stores and wineries from Alaska to Florida. The company is expanding again with the launch of a new membership program, W.I.N.O.S. Buddies[™].

“Whenever we have a booth at a wine festival or a merchandise mart, women take one look at the woman diving into a wine glass and say, ‘Sign me up!’”, said Jesseph. “That’s when the light bulb went off and I thought ‘We *do* need a club for these women.’ About the same time, I was approached by a group of women in Chicago who wanted to start the first W.I.N.O.S. Buddies chapter.”

New social societies have grown in popularity in recent years as women look to redefine their lives and place more emphasis on the importance of their friendships and connections with other women. The purpose of the W.I.N.O.S. Buddies program is to bring together women of all ages and backgrounds who share a common interest in wine, cooking and camaraderie with an emphasis on giving back to their communities. “The discernible difference with W.I.N.O.S. Buddies is the philanthropic component with our slogan: ‘*Making a difference with every sip*[™].’” said Jesseph.

— cont’d —

Women can join W.I.N.O.S. Buddies through the website and establish a chapter in their own city. Members receive special discounts, monthly newsletters, access to chapter meetings and programs, and the ability to give back to a charitable organization of their chapter's choosing. A special W.I.N.O.S. Buddies™ cruise is planned for Spring 2009, which will provide social networking opportunities for all chapters as well as special programs on wine education and cooking demonstrations.

“I’m very excited about the launch of W.I.N.O.S. Buddies™ program,” said Jesseph. “I’m living my dream and the best part is all the women I get to meet and the friendships I’ve made. With W.I.N.O.S. Buddies™, I want to help create a space where women who share a passion for wine, good food and friendship can come together to have fun and give back to the communities which have been so good to us.”

About W.I.N.O.S.™

Headquartered in Blowing Rock, North Carolina, W.I.N.O.S.™ (Women In Need of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all – having fun. The company manufactures and markets cookbooks, apparel and accessories with a sense of humor. W.I.N.O.S. operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease and the prevention of domestic abuse. The W.I.N.O.S. Buddies™ is a social membership program with chapters being established across the country. To learn more about the company, please visit www.winoshavefun.com.

###