



**For Immediate Release**

Media Contact: Tracey Sievertson  
813-453-9204  
tracey@tksknowsmedia.com

## **Cork&Olive Customer Becomes Franchise CEO** *New position announced as wine chain sells first franchise.*

Tampa, FL July 17, 2006 Orlando businessman Tom Ronzino was vacationing with his wife at a St. Petersburg Bed & Breakfast when the B & B owner suggested they check out a new neighborhood wine shop down the street. The experience was life transforming.

Not only did the couple leave with two cases of wine, they returned to Tampa when their supply of Cork & Olive wines ran out. As a loyal customer, Ronzino inquired about when the chain would open a store near him. As a longtime owner of a successful television production company, Ronzino approached the founder of Cork & Olive about sponsorship and advertising opportunities. Almost two years after that first taste of the Cork&Olive experience, Ronzino has become a shareholder in Estate Wine Group Inc. As CEO of the franchise corporation, he will lead Cork&Olive's transition from a corporate owned store model to a franchise model.

"I represent the target market for this company. I know next to nothing about wine. I buy what I like. The concept of trying before you buy intrigued me. Cork & Olive has the model down. The friendly, unpretentious atmosphere in every store is unmatched. My challenge during this growth phase will be finding the right franchisees and right locations." Tom Ronzino said.

In February 2006, the company filed a circular offering and announced three investment opportunities. Investors can buy and operate a franchise. They have the option of investing in corporate stores or the third opportunity is to invest in the franchise corporation. Many investment opportunities are still available. In July, the first franchisee signed on to open a store in Apollo Beach.

There are eight corporate stores currently open in Tampa Bay, including the newest location in Oldsmar. There will be a total of 13 neighborhood wine shops open in this market by the end of 2006. Franchise sales expanded into Orlando in July with four locations under lease agreement. At the same time, locations are being secured in Bradenton and Sarasota. To find a location near you, log on to [www.corkandolive.com](http://www.corkandolive.com)

### **More About Cork & Olive**

Cork&Olive is the new way to explore and buy wines. We believe wine does not have to be expensive to be good. Our wines come from smaller, family owned vineyards from around the world. Our wine tasting table is open All Day – Every Day so you can always try before you buy. Join us at one of our many new neighborhood locations, host a private wine tasting in your home or enjoy a catered corporate event. In every unpretentious setting, you will discover Good Times -- Good Wine – Good People

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