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## Cheers To A New Wine Game!




**VinPass** is the first-ever cross-platform social game that is a fun way for wine lovers to share wine reviews, win badges and earn real rewards. Sounds like some classy fun.

By leveraging existing online and mobile wine communities, **VinPass** expects to directly reach over 900,000 engaged, socially-savvy wine consumers, with the potential for a viral campaign through social sharing. **VinPass** makes technology strides as well, becoming the first-ever social game created to be played across multiple web and mobile platforms.

**VinPass** is easy to play: you just taste wine, write a review on any of the five existing wine sites or apps partnered with **VinPass**, and unlock badges that show your expertise in everything from Cru Beaujolais to cool-climate Sonoma Pinot Noir.

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Real rewards that come with earning badges offer consumers tangible value including coupons on e-commerce stores, MP3s, ringtones, event tickets and more. Thats right, coupons. Sounds like a good prize to me!

Current partners include mobile wine apps **Drync**, **Hello Vino** and **iRhone**, and wine social networks **WineLog.net** and **Addega.com**. Later in 2011, VinPass will launch additional platforms expanding to other wine social networks and mobile applications.

Grab a glass of wine and play **VinPass**!

BY KATLYN HAYES · JUNE 3, 2011 · 1 COMMENT

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