

Jeff Lefevere

Subject: FW: Philip Stein Wine Wand for The Good Grape

-----Original Message-----

From: Jeff Lefevere [mailto:jlefevere@indy.rr.com]
Sent: Friday, September 05, 2008 7:16 AM
To: 'nia@capobianco.biz'
Subject: RE: Philip Stein Wine Wand for The Good Grape

Hi Nia,

I can take shipments at:

Jeff Lefevere
Goodgrape.com
<address removed>
Carmel, IN 46033

Thanks,

Jeff

Jeff Lefevere | 317.490.5637
jlefevere@indy.rr.com
LinkedIn: www.linkedin.com/in/jefflefevere

-----Original Message-----

From: nia@capobianco.biz [mailto:nia@capobianco.biz]
Sent: Thursday, September 04, 2008 8:35 PM
To: Jeff Lefevere
Subject: Re: Philip Stein Wine Wand for The Good Grape

Hi Jeff,
All is understood. We are happy to send one to you.
Where shall we send?

Sent via BlackBerry by AT&T

From: "Jeff Lefevere" <jlefevere@indy.rr.com>
Date: Thu, 4 Sep 2008 20:29:15 -0400
To: 'Nia Tahani Davis' <nia@capobianco.biz>
Subject: RE: Philip Stein Wine Wand for The Good Grape

Hi Nia,

Thanks for the note. The challenge here is exactly as you isolate--the skepticism. There are other similar products on the market and generally they are met with a healthy dose of cynicism.

Now, I'm assuming you're not contacting me so I write a skeptical post, but then I can't really write any sort of analysis on it without having experienced it.

Understand you're probably not comping a high-end product like this, but it's just not a fit for coverage unless I cast a very wary eye.

Thanks and my regards,

Jeff

Jeff Lefevere | 317.490.5637
jlefevere@indy.rr.com
LinkedIN: www.linkedin.com/in/jefflefevere

-----Original Message-----

From: Nia Tahani Davis [mailto:nia@capobianco.biz]
Sent: Thursday, September 04, 2008 4:37 PM
To: jlefevere@indy.rr.com
Subject: Philip Stein Wine Wand for The Good Grape

Hello Jeff,

How are you? Will Stein the President of Philip Stein suggested I contact you regarding a revolutionary wine accessory from the luxury timepiece maker **Philip Stein**. We debuted the *Philip Stein Wine Wand* in NYC a couple weeks ago via desk-side demonstrations, and the feedback from editors and journalists was overwhelming. The Wine Wand, through an innovative Philip Stein frequency-based technology, naturally aerates red wine in minutes as opposed to hours. We're as skeptical as they come, but it didn't take any convincing after a very simple taste test.

The Wine Wand would be a perfect gift for the oenophile, the person who has everything, the traveler, and/or the home entertainer---we'd love for you to cover it. Attached are line sheets with images of the sleek and portable cases (embossed leathers and carbon fiber) as well as the press release and a fact-sheet. Please let me know your thoughts. Thank you.

All best,

Nia
PR Director