

# **Provino and Complí Attending Upcoming Direct to Consumer Symposium**

**FOR IMMEDIATE RELEASE**

SANTA ROSA, CA, JANUARY 15, 2010--Provino, Inc., the leader in Direct to Consumer wine sales and Complí, Inc., the trusted name in regulatory compliance services and software since 1997, today announced that the companies will be attending the Direct to Consumer Symposium being held at the Hyatt Vineyard Creek Hotel in Santa Rosa, February 19th. Provino and Complí will be in the Dry Creek Valley Ballroom showcasing their products and technologies. Winery Owners, Direct to Consumer Managers, Sales Managers and other interested parties are encouraged to come by the booth.

"Wineries doing business with both Provino and Complí are reaching more wine consumers in more states," said Rachel Dumas, founder and President of Complí, Inc. "We look forward to showing how our unique approach can increase sales and customer loyalty."

## **About Provino**

Provino is the leader in Direct to Consumer wine sales and is a fully licensed (17/20) organization staffed with veteran wine consultants bringing over 20 years of wine telesales experience to the industry. Provino charges no up-front fees, offers sophisticated sales metrics and database updates back to their client wineries, which significantly increases net incremental sales without increasing their overheads costs. Provino offers wineries a solution and the infrastructure that help provide the needed resources to connect with their customers. For additional information, please visit [www.provinowines.com](http://www.provinowines.com).

## **About Complí**

Complí is a compliance firm serving the wine, beer, distilled spirits, and importing industries throughout the United States with services and software for wholesale, direct-to-consumer, and direct-to-trade clientele. Since 1997, Complí has been handling licensing for new businesses as well as day-to-day compliance including: license renewals, brand registrations, shipment reporting, sales and excise tax payments, and new licenses. Complí also specializes in large national licensing projects resulting from mergers and acquisitions. eComplí is a web-based software package that is used by multiple organizations including: Complí (internally), enterprise clients with in-house compliance departments, small wineries with licenses to manage and new licenses to obtain, importers of all sizes, and affiliates who offer full-service compliance. For additional information, please visit [www.compli-beverage.com](http://www.compli-beverage.com).

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