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WCI Expands Two Kit Lines

12/19/2007



Cincinnati—December 19, 2007—As wine cellars continue to move toward becoming mainstream offerings in upscale homes, Wine Cellar Innovations expands one of its most popular product lines. The **Designer Kit Series** of modular kit racks now features three additional racks: **one-column**, **two-column**, and **four-column racks**. The addition of these racks allows customers more flexibility in fitting racking into an area. Available in Premium Redwood, Red Oak, and Poplar, the racks are also offered in a variety of stain options to coordinate with existing décor.

In addition to the expansion of the original Designer Kit Series, the company simultaneously added racks to the **Stackable Designer Kit Series**. This series now has **3-column** and **5-column** racks that store individual bottles. These racks join the existing line, which features a variety of Premium Redwood racks designed to be stacked on top of one another to reach a height of eight feet.

"We had a number of customers asking how to maximize their storage capacity, especially in smaller applications, such as under stairs. By offering these additional kits, we can accommodate more of our customers' needs," says Tony Wilke, Vice President of Operations.

For more information on these exciting new products, visit Wine Cellar Innovations' newest website section at <http://www.winecellarinnovations.com> or call 800.229.9813.

About Wine Cellar Innovations

Wine Cellar Innovations is the industry leader in the design and production of custom wine racks and wine cellars, and has been for over 20 years. The company is located in Cincinnati, Ohio and employs sales representatives all over the country to provide customers with local service and exceptional quality. Their **wine racks** have been purchased and installed worldwide.

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