

**WRM and DRYNC Have Partnered!
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Wine Rack Media Website Features



DRYNC Mobile App Features

-  Push notifications
-  Special requests
-  In-store pickup, local delivery or shipping
-  Repeat purchases
-  In-app chat
-  Secure in-app payments
-  VIP loyalty & rewards support
-  Multi-store support

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WINE RACK MEDIA LLC AND DRYNC, INC ANNOUNCE A COLLABORATIVE MARKETING RELATIONSHIP TO BRING A BUNDLED PRODUCT OFFERING TO THE LIQUOR RETAIL SPACE

Partnership Announcement Date: February 15, 2018

Wellesley, Massachusetts and Somerville, Massachusetts- February 15, 2018 – Wine Rack Media LLC, a leading provider of ecommerce web development tools for the Retail Liquor Industry, and Drync Inc., the leading interactive liquor retail mobile application company, today announced the formation of a partnership to provide liquor retail customers with a joint sales offering combining cutting edge websites and mobile apps. **“We have chosen to partner with Drync in order to provide the liquor retail space with the most rounded product offering available today. Wine Rack Media has an established history of providing cutting edge web development tools. Our primary focus has been on responsive websites. Drync’s focus on developing cutting edge mobile apps allows for the perfect partnership. Together we are able to bring, for the first time, a complete competitively priced package to the industry.”** says Fred McIntyre, Co-Founder of Wine Rack Media.

Brick and mortar retail is rapidly moving toward an integrated web environment to serve its customer base. The line between a physical storefront and a web store is rapidly diminishing in every vertical. Web savvy consumers are becoming accustomed to purchasing products online. **“Consumers are ordering their groceries, medication, clothing and even scheduling their dry cleaning online”,** says Fred McIntyre, Co-Founder of Wine Rack Media. **“Most if not all of these services deliver or ship right to a customer’s home or office. Consumers are beginning to demand this level of service from retail brands. Why should wine, beer or liquor be any different?”** Wine Rack Media’s WRMeStore solution provides full POS integration well as multiple options for fulfillment such as shipping, in store pick-up and delivery. Every element is controlled from a simple to use back end.

“More and more beverage alcohol retailers are looking for a solution that is an easy to use extension of their brick and mortar operation. Drync’s mobile platform gives retailers a way to sell to and connect with their mobile shopping and buying consumers,” says Brad Rosen, CEO and founder of Drync, Inc. **“The partnership with Wine Rack Media extends our retailer’s reach to all channels that their customer’s want to use to buy from them. Both of our company’s clients have will benefit from access to a more complete mobile/web combined solution. A partnership of this kind just makes sense for our users.”**

For more information about Drync, Inc. please visit <http://www.drync.com>.

<http://www.winerackmedia.com> for more information about Wine Rack Media LLC.

About Drync Inc.: Drync Inc. is a Massachusetts based company that builds POS-integrated "white label" apps for liquor retailers that enable their customers to search and browse inventory, scan products, access millions of reviews and products, track favorites, and purchase instantly from their phones. Retailers gain customer data, consumption insights, and have a new digital channel to promote products and communicate with customers.

About Wine Rack Media LLC: Wine Rack Media is a Florida registered company with its principal offices located at 11 River Street, Suite 300, Wellesley MA 02481