



Press Release Contact Information:

Jim Aviles
Merchant e-Solutions
Chief Operating Officer
3400 Bridge Parkway 100
Redwood City, CA
USA, 94065
Voice: 650-628-6830
Fax: 650-620-9287
E-Mail: [Email us Here](mailto:info@merchante.com)
Website: [Visit Our Website](http://www.merchante.com)

CORESENSE TEAMS WITH MERCHANT E-SOLUTIONS TO LAUNCH FIRST AND ONLY DIRECT TO MARKET RETAILING SOLUTION SAVING MONEY AND TIME FOR WINERIES

Wine Industry Excels Despite Down Economy

Due to the explosion of wine sales in the United States, CORESense and their payment processing partner, Merchant e-Solutions (MeS), announces the launch of their new Integrated Retail Management Solution for Wineries at the Direct to Consumer Symposium, May 1-2, 2008 in Napa, CA.

/24-7PressRelease/ - REDWOOD CITY, CA, May 02, 2008 - Due to the explosion of wine sales in the United States, CORESense and their payment processing partner, Merchant e-Solutions (MeS), announced the launch of their new Integrated Retail Management Solution for Wineries at the Direct to Consumer Symposium, May 1-2, 2008 in Napa, CA.

Despite the slowing economy, the wine industry is experiencing an unexpected growth. Thanks to a favorable 2005 U.S. Supreme Court decision which expanded consumer access from 50% to 80% of the U.S. population and in an effort to accommodate increasing sales, wineries are focusing on direct-to-consumer sales.

To facilitate the industry's evolving technological needs as well as build efficiencies, CORESense (a leading software-as-a-service (SaaS) company) and Merchant e-Solutions (an internet-based e-commerce company providing unrivaled payment processing services), have partnered to create a solution to directly benefit the growing needs of consumer retailing and wholesaling businesses for wineries. The first and only direct-to-market retailing solution seamlessly integrates point of sale, e-commerce, wine of the month, telesales, customer relationship management and back office operations into a single web-based application.

"Our goal in creating the winery solution was to provide wine retailers access to an end-to-end retail management solution without the unnecessary IT headaches and integration expense. Helping wineries efficiently manage on-premise, on-line and wholesale sales channels allows them to concentrate on meeting the needs of their customers and developing business," said Jason Jacobs, CEO of CORESense. "By focusing on relationships and not systems, CORESense and Merchant e-Solutions' customers have a significant competitive advantage."

"We are thrilled to partner with CORESense on their Integrated Retail Management Solution for Wineries," said Jim Aviles, COO of Merchant e-Solutions. "Our cutting-edge systems and superior service will help CORESense to enhance the level of service that it already provides and more easily manage their portfolio of merchants."

With this web-based application wineries can effortlessly promote and sell their wines and delight customers through wine tasting rooms, wine shops, remote wine tastings and events, e-commerce websites, wine of the month clubs, online marketplaces such as www.wine-Searcher.com as well as catalog and phone sales channels.

Since all channels are managed from a single back office, wineries benefit from unparalleled operational efficiencies and a customer-centric view of business. As a web-based solution, CORESense minimizes IT costs and software support headaches and Merchant e-Solutions offers affordable and secure transaction processing including a fully integrated payment gateway and real time, web based reporting system.

The CORESense Wineries Solution, based on market leading SaaS-based retail management technology, comes pre-configured to meet the unique marketing, selling and merchandising needs of wineries. Inventory management and turnover is improved with a real-time centralized view of sales and inventory across all sales channels reducing out-of-stocks, cancellations and late shipments as well as making timely in-season price adjustments possible.

Please visit us at the Direct to Consumer Symposium, visit www.coresense.com to download a copy of the winery solution brochure or call CORESense at (866) 229-2804 for additional information.

About CORESense

CORESense is a leading SaaS-based retail system company serving small to medium-sized specialty retailers in selling hard and soft goods including sporting goods, apparel and accessories, shoes and wine. Founded in 2000, CORESense's mission is to create a competitive advantage for SMRs by providing them access to a single, fully integrated multi—channel retail management system with the features and function needed to compete and win in today's demanding marketplace in a software-as-a-service delivery model that fits their business and their budget. The CORESense solution is the first and only SaaS-based retail management system that supports an entire retail business from brick-and-mortar retailing to ecommerce to merchandising and back office operations management to customer relationship management in one fully integrated web-accessible solution. It is the preferred retail management solution of small to medium-sizes retailers who need a powerful and fully integrated enterprise-grade solution to achieve their business goals. CORESense has offices nationally and is headquartered in historic Saratoga Springs, N.Y. For additional information about CORESense and our market leading solution visit us a www.CORESense.com or call (866) 229-2804.

About eMerchant Solutions

Merchant e-Solutions is an e-commerce company providing traditional and internet-based payment services to community banks and merchants. In addition to providing traditional payment processing solutions via dial terminals and personal computers, Merchant e-Solutions provides services tailored for the e-commerce industry, including the MeS Payment Gateway that's easy on a merchant's IT resources and ideal for integration with existing order-entry products, shopping carts, electronic retail systems and cash registers. Solutions are PCI compliant and include 'best rate' validation and comprehensive web-based reporting tools. MeS headquarters are in Redwood City, California with satellite offices in Minnesota, Florida, Washington, and Georgia.