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ONEHOPE Wine Partners with Guidance for the Launch of its New Web Site

The Charitable Wine Company Finds Online Solutions to Support the Growing Market

MARINA DEL REY, Calif. – November 17th, 2010 - Guidance (www.guidance.com), which helps online retailers achieve market domination by creating captivating and engaging online experiences, is excited to announce the launch of the newly redesigned website for ONEHOPE Wine. ONEHOPE Wine (www.onehopewine.com) donates 50% of its profits to partner charities through its cause-specific varietals of wine. To date, ONEHOPE Wine has raised over \$350,000 for a wide range of charitable organizations.

Owners of ONEHOPE Wine needed to find a scalable solution that would allow the website to meet the needs of a growing market. They contacted Guidance to get quality Information Architecture, Visual Design, and Development Services to build their new website. Guidance created visually compelling design to produce a site that is not only engaging but also highly functional and user-friendly.



OneHopeWine.com

Guidance chose Magento Enterprise 1.9 as the eCommerce platform as the foundation for the site. The platform was integrated with Authorize.net payment gateway, WordPress blog software, Campaign Monitor for mailing lists, Post Affiliate Pro for affiliate order tracking, and uDropship for vendor dashboards and vendor specific shipping and tax rules.

In addition to the Web site redesign, Guidance implemented several great features including a custom charity section which allows users to specify which charity they wish the proceeds of their purchase to go to, ratings & reviews, “pairs well with” information, and social integration and sharing capabilities with Facebook and Twitter on both the homepage and product detail pages.

“At Guidance, we believe in giving back,” says Jon Provisor, CEO and Co-Owner of Guidance, “ ONEHOPE Wine shares many of the same ideals and values as Guidance, making them an extremely desirable client. Not only are we big fans of their varietals of wine but with their charitable mission as well. It was important for us to provide ONEHOPE Wine with a highly functional and compelling design to increase sales and support causes.”



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For almost two decades, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, visit www.guidance.com.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. To date, Guidance's systems have facilitated over \$3 billion in online sales. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, The Coffee Bean & Tea Leaf, ONEHOPE Wine, Relax the Back, Quark, and many others. Partners include: Microsoft, Magento, Mediachase, ATG, and Telligent. Guidance is based in Marina del Rey, Calif.

About ONEHOPE Wine

ONEHOPE was founded by eight friends who turned what started as a personal mission to help a friend out with her fight against cancer into a thriving business which is founded on a very basic, but compelling principle: giving back is good business. In a short period of time ONEHOPE Wine has become one of the most recognizable cause brands in the United States. To date, the charitable company has donated over \$350,000 to support causes such as breast cancer research, autism research, AIDS research, environmental organizations, and military troops, among others.

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