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EXPLORE, PLAY AND PAIR WITH K-J RECOMMENDS

Updated version of Kendall-Jackson's popular winery app provides richer experience with culinary additions as well as new quiz and gamification features powered by Badgeville.

SONOMA COUNTY, CA (NOVEMBER 25, 2013) – Kendall-Jackson, a family-owned California winery handcrafting super premium wines, today unveiled the new version of its K-J Recommends mobile app. A free app available for iOS and Android, K-J Recommends continues to reinvent the way wine can be part of everyday occasions with family and friends. Through this social platform, Kendall-Jackson invites users to pair wine selections based on occasion, mood, flavor and color, and get wine recommendations from experts. The free app's completely updated version packs in exciting new functionality, including interactive quizzes, recipe pairing ideas from Kendall-Jackson's respected culinary team, up-to-the-minute winery news and in-depth wine details including oak influence, recommended serving temperature and even glass shape.

"Building on the success of our inaugural version of the app last year, the updated K-J Recommends brings a new dimension of fun and discovery to Kendall-Jackson and its wines while helping build new relationships with our friends and fans," said Jason J. Hunke, Senior Vice President, Communications for Kendall-Jackson. "The engaging experiences and information in the app make learning about wine easy and approachable – and this version gives users additional ways to join the conversation, learn and share."

To encourage additional wine discovery and ongoing interaction, Kendall-Jackson collaborated with Badgeville, the leading gamification platform, to introduce challenging wine quizzes designed to educate and entertain users about wine, winemaking, wine regions and food pairing with Kendall-Jackson wines. Users can earn points and badges through the app's quizzes and missions.

"We're excited to partner with such a premiere wine brand and introduce a modern rewards program to increase both brand loyalty and wine education amongst consumers," said Ken Comee, President & CEO, Badgeville. "Our goal is to drive and reward user behaviors that support Kendall-Jackson's innovative way of driving engagement and educating wine consumers."

The new K-J Recommends mobile app includes four key additions:

- **MORE WINE INFORMATION:** Deeper wine information, including integration of K-J's groundbreaking wine sensory tour (including terroir, oak, serving temperature and other details) as well as fun lifestyle and flavor pairing suggestions.

- **CULINARY & RECIPE CONTENT:** Introducing extensive culinary content from Kendall-Jackson’s culinary team, including suggested food pairings and favorite recipes. Users can match their favorite wines with dishes designed by Kendall-Jackson chefs.
- **QUIZZES:** Earn points and badges by completing quizzes and related missions that demonstrate wine knowledge; users can share status and accomplishments via social media.
- **IMPROVED SOCIAL MEDIA INTEGRATION & WINERY NEWS:** Instant winery updates deliver stories and news from the K-J blog. Facebook and Twitter sharing is also easier to implement and users can create an account to track favorite wines and recipes, manage achievements, and support simplified social media sharing.

K-J Recommends is part of Kendall-Jackson’s ongoing “Goes Well With Friends” national campaign, which is designed to make great wine more accessible while giving everyone the chance to learn more about the shared language, and social experience, of enjoying wine. To download the free K-J Recommends mobile wine app, visit iTunes, Google Play or KJ.com. Users must be 21 and over to download and use the app.

About Kendall-Jackson Winery

Kendall-Jackson is one of America’s most beloved family-owned and operated wineries. Founded by the late entrepreneur and visionary Jess Jackson and his wife Barbara Banke, Kendall-Jackson is based in Sonoma County and offers a range of acclaimed wines grown in the family’s estate vineyards along the coastal ridges of California. A leader in sustainable vineyard and winery practices, including solar cogeneration, water conservation and natural pest control, 100% of Kendall-Jackson’s vineyards in California are SIP (Sustainability in Practice) Certified and CCSW (Certified California Sustainable Winegrowing) recognized. Learn more online at KJ.com, and connect with K-J on Facebook and Twitter.

About Badgeville

Badgeville, The Behavior Platform, is the world's leading cloud-based gamification technology. Badgeville enables companies to increase customer and employee engagement by building personalized and rewarding user experiences on top of their existing web, mobile, and enterprise applications. Hundreds of global customers, including industry leaders and innovators American Express, Oracle, Samsung, Bell Media, Kendall Jackson, and Philips Electronics, rely on Badgeville to power their sophisticated gamification programs. Founded in 2010, Badgeville is based in Redwood City, Calif., and has offices in New York and Europe. (To learn more follow @Badgeville or visit www.badgeville.com)