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VINOTEMP INTERNATIONAL ACQUIRES THE ASSETS OF SEATTLE BASED WINE STORAGE GIANT TO CREATE A NEW COMPANY: APEX WINE CELLARS AND SAUNAS

LOS ANGELES, Calif. October 21, 2010 – The owners of Vinotemp International, a recognized leader in the wine storage and refrigeration industry for 25 years, recently announced that they have purchased the assets of Seattle based Apex Saunas and Wine Cellars to form a new company, Apex Wine Cellars and Saunas. The new company, now located in Los Angeles, California offers both trade and consumers an extensive selection of wine racking used to create stunning wine cellars as well as innovative saunas and steam baths.

“This acquisition would not have been possible without strategic planning and dedication,” says India Hynes, president of Vinotemp International and CEO of Apex Wine Cellars and Saunas. “Apex Wine Cellars and Saunas is proud to offer the best in wine racking and custom wine cellars, and we are thrilled about the opportunity to bring spectacular saunas and steam rooms into the home.”

Apex Wine Cellars and Saunas provides trade and consumers numerous choices in high-end wine rack wine cellars as well as modular racking options. Utilizing only the best materials for racking available, Apex Wine Cellars and Saunas has three wine cellar categories to choose from: Classic Collection Custom Wine Cellars featuring five stunning stock woods; Signature Collection Wine Cellars offering hardwood cellars in three décor themes; Private Reserve Collection Wine Cellars affording customers the option of completely customized cellars. And for those that prefer to do all of the creative work themselves, Apex Wine Cellars and Saunas offers modular racking. This racking is available for purchase on-line and is partially constructed in various designs. Modular racking can be mixed and matched and it is easy to assemble, making it a fabulous solution for wine storage in almost any space.

To accommodate the growing popularity of saunas and steam baths, Apex Wine Cellars and Saunas offers everything needed to install these luxuries in the comfort of the home and/or business. Both European and Standard pre-cut saunas are available and can be designed to fit any room utilizing free CAD design services. Another option, Modular Sauna Rooms, include insulated, preassembled wall and ceiling sections that are shipped in easy-to-handle panels for quick assembly. In addition to modular saunas, Apex Wine Cellars and Saunas also offers Modular Steam Rooms. These innovative, easy to install rooms are offered in 12 different configurations and can be used in both residential and commercial settings.

Before the acquisition, Apex Saunas and Wine Cellars was based in Seattle, Washington and had numerous regional sales locations throughout the United States, Europe and Asia. Apex Wine Cellars and Saunas now operates out of Los Angeles, California and is run by CEO and President, India Hynes. And, although Apex Saunas and Wine Cellars closed its regional offices prior to the acquisition, the new Apex Wine Cellars and Saunas is utilizing well-established dealer relationships throughout the United States to insure that the new company is able to offer local sales and installation. Furthermore, Apex Wine Cellars and Saunas has maintained dealer relations in Europe and Asia, assuring that the company’s services are available internationally.

About Apex Wine Cellars and Saunas

Apex Wine Cellars and Saunas offers the highest quality wine rack wine cellars, cooling equipment, sauna and steam rooms. For more information about Apex Wine Cellars and Saunas contact 877-663-0354 or visit www.apexwinecellars.com.

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