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**“Wine Simplified” Is “Best Non-Fiction App of 2012”  
according to Digital Book World’s  
“Publishing Innovation Awards”**

NEW YORK, NY, Jan. 16 --“Wine Simplified: Navigate Wine with Confidence” is the “Best Non-Fiction App of 2012” according to the distinguished experts who bestow the “Publishing Innovation Awards”. Written by sommelier and wine educator Marnie Old and published by Open Air Publishing, “Wine Simplified” is a crash course for novice enthusiasts that features interactive graphics and video interviews with wine writer Anthony Giglio.

The PIA awards, which honor the year’s “most innovative transmedia projects, ebooks, enhanced ebooks, and book apps,” were announced today at the annual Digital Book World Conference at the New York Hilton. “Wine Simplified” was selected from hundreds of submissions in the Non-fiction App category, beating out finalists from more established competitors such as HarperCollins, Atavist, and Perigee Books, an imprint of Penguin Group USA.

The judging panel composed of leaders in the digital publishing field who selected the winners were wowed by “Wine Simplified”, and provided glowing feedback. “Featuring a beautifully designed layout, lively writing, and an app interface that’s a joy to navigate -- it all adds up to model of how reference, guidebook, and non-fiction books should be composed for 21st Century readers.”

“We’re thrilled and humbled to be able to hold our own against the industry giants we admire” says Jon Feldman, Open Air Publishing’s Founder, President, and CEO. “It’s great to know we’re doing something right, and we’re even more excited to expand our educational philosophy to other topics.” Made exclusively for iPad and iPhone, “Wine Simplified” emphasizes the practical skills of wine tasting with the help of 240 audio pronunciation guides, 90 minutes of instructional video, and dozens of interactive graphics.

"Print alone is a limiting medium for communicating about wine, so I leapt at the chance to work with Open Air," says author Marnie Old. "The explanatory firepower of their multimedia platform and the intuitive simplicity of the Apple devices make 'Wine Simplified' an engaging crash course in how to think like a wine professional without years of study."

“Wine Simplified presents the knowledge of a seasoned wine pro in language that’s utterly easy to understand,” says Master Sommelier Tim Gaiser, who serves as director of education for the American chapter of the distinguished Court of Master Sommeliers.

"Wine Simplified" was the sixth title from Open Air Publishing, whose first iPad/iPhone book "Speakeasy Cocktails: Learn from the Modern Mixologists" launched August 11, 2011. It was Gizmodo's "App of the Week" and was named by Apple as one of the "Best Apps of 2011." "Wine Simplified" is the first title to launch under Open Air Publishing's Betterbook imprint.

**About Open Air Publishing**

Open Air produces original, how-to e-books designed exclusively for touchscreen devices like the iPad and iPhone. Its books allow readers to master new skills through touch, sight, and sound,

guided by our extensive network of experts. Open Air Publishing was founded in May 2011 and is based in New York City.

**About Marnie Old**

Marnie is a sommelier, author and wine educator based in Philadelphia. She has served as Director of Wine Studies at the French Culinary Institute in New York and is a wine columnist for the Philadelphia Daily News. She has written two books, *Wine Secrets* and *He Said Beer, She Said Wine*. Legendary wine author Kevin Zraly calls Marnie “one of the most efficient and entertaining educators in the US” and she has been described by vintner Michael Mondavi as “a breath of fresh air in the wine world.”