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| [BevMo!](http://www.bevmo.com/) |

**April 13, 2015**

**BevMo! Toasts New CMO**

***Veteran Marketer Michelle Farabaugh Adds Kick to BevMo! Marketing Cocktail***

CONCORD, CA-- [**BevMo!**](http://ctt.marketwire.com/?release=1187558&id=5852491&type=1&url=http%3a%2f%2fwww.bevmo.com%2f), the nation’s second-largest wine, beer & spirits retailer, today announced that **Michelle Farabaugh** has joined the company as Chief Marketing Officer. The former West Marine and Smith & Hawken executive will helm all of BevMo!'s marketing, promotions, advertising and public relations initiatives with the goal of keeping the brand aligned with its guiding philosophy—“to make shopping for beverages as much fun as drinking them.”

"BevMo! stands much to gain from Farabaugh's track record of innovative solutions that have driven massive growth for numerous companies, from start-ups to Fortune 500," said BevMo! **CEO Alan Johnson.** "Also, Michelle has exceptional talent for direct marketing and customer loyalty which is a central component of BevMo!'s ongoing strategy. Bringing her onboard reinforces our commitment to cultivating the resources that will ensure BevMo!'s continued success in the years to come."

Ms. Farabaugh brings to the table more than 20 years of marketing experience, most of which has been focused on strengthening successful B2C and B2B brands. Her career spans prominent firms such as Galls, West Marine, Smith & Hawken, PETsMART Direct and LENSER/Merkle, a multiple-platform direct marketing firm. Farabaugh has developed strategies that synchronously target multiple channels and customer segments, a critical skill for expanding BevMo!'s footprint in the beverage industry.

"BevMo! is in a fantastic position for continued growth, and I'm honored to now be a part of it," Farabaugh said. "One of BevMo!'s unique brand attributes is the breadth of its customer base. This is a tremendous opportunity to bring to bear all that I've learned in my experience with other brands to boost BevMo!'s status as the premier retailer for the specialty alcohol beverage lifestyle."

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**About BevMo!**

BevMo! is a specialty retailer of alcoholic beverages and related products in the western United States and among the largest in the country. With 159 stores in well-trafficked retail areas in major metropolitan markets in California, Arizona and Washington State, BevMo! provides a friendly and welcoming environment for competitively priced wine, beer, spirits, non-alcoholic beverages and complementary products such as specialty foods and snacks, cigars, glassware and specialty bar and wine accessory items. BevMo.com enables customers to purchase items online for shipping to home or office, or for pickup within an hour from their local store.

For more information on BevMo!, please visit [www.BevMo.com](http://ctt.marketwire.com/?release=1187558&id=5852494&type=1&url=http%3a%2f%2fwww.bevmo.com%2f).