

For immediate release

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For more information

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**BOTTLE & BOTTEGA ANNOUNCES
PREMIER SOCIAL AND CORPORATE EVENT FRANCHISE OPPORTUNITY
Seeks Savvy Professionals to Provide a Cool Alternative to a Typical Night Out**

Chicago, IL (November 1, 2011) – Bottle & Bottega, a premier corporate and social event business that creates fun and unique artistic experiences, announced today that it is offering franchise opportunities for qualified professionals throughout the US. Combining multiple forms of hands-on art instruction from Studio Artists with a BYOB (bring your own bottle) concept, Bottle & Bottega creates lasting memories for guests. Whether a bridal party, birthday celebration, team-building or conference activity, date night or gathering of friends, it's fun, fresh and inspiring.

Bottle & Bottega, launched in 2009, is the artistic stroke of genius of Stephanie King-Myers. Partnering with franchise executive Nancy Bigley in 2010, the two exceptionally creative and driven women left their successful corporate careers to pursue their passions and devote their vision, talent, and energy to a collaborative business of their own. With the continually growing success of Bottle & Bottega in Chicago, where the company is headquartered, Stephanie and Nancy are now expanding their concept nationally. "Stephanie and I, after rewarding careers in corporate, found our true passion in owning our own business and creating unique and lasting experiences for our guests. By franchising, we want to give others the same opportunity to be their own boss, enjoy highly gratifying work and build their financial future," says Nancy Bigley, CEO and Co-Owner.

Bottle & Bottega provides an opportunity for entrepreneurial-minded, fun-loving, savvy professionals to operate a year-round business that serves adults and organizations, with multiple revenue streams ranging from public and private parties to retail and more, provided in studio and off-site at residential and

commercial venues. Franchisees also benefit from low start-up costs as well as proven systems and processes with an emphasis on e-marketing, a fast business launch, thorough training and comprehensive documentation, and a highly experienced and committed franchise support team. With more than 18 years of franchise operations experience with such brands as Baskin-Robbins, Mr. Electric, and American Leak Detection, managing nearly 1,000 units, Nancy has built best-in-class franchise systems and support that drive guest satisfaction and business profitability. Bottle and Bottega is a member of IFA (International Franchising Association) and fully embraces the IFA code of ethics in serving and supporting our franchisees.

In addition to providing the right environment to create a unique and profitable business opportunity, Nancy and Stephanie's goal for their franchisees, guests and employees is to inspire, empower and nurture the daring inner spirit that lives inside us all in a casual, hip atmosphere. "Our aspiration is for every guest that walks into our studios to feel like they're having a party with friends in the comfort of their own living room, and to experience the empowering accomplishment of creating art," says Stephanie King-Myers, Founder, President/COO and Co-Owner. From *Tapas Tuesday* and *Wine Down Wednesday* to *Couples & BFF Night* and *Ladies Night with a Nude Model*, parties offer a wide range of entertaining and engaging experiences that bring guests back again and again. Enhancing the art and social experience, parties may also include music, food, wine tastings, and party decorations, to name a few. Serving the local market, calendars and party offerings are customized to each franchise location.

Learn more about how to start a Bottle & Bottega franchise, call 760.322.9353 or visit www.bottleandbottega.com/franchise.

About Bottle and Bottega*

Bottle & Bottega, Inc. (Chicago, IL), founded in March 2009, is a fun, unique alternative to a typical night out with friends, corporate groups, and for special events. Combining multiple forms of hands-on art instruction by Studio Artists with a BYOB (bring your own bottle) concept, Bottle & Bottega creates lasting memories for our guests. Whether a private or public party, with art from masters and current, progressive, local artists, we

empower and nurture the daring inner spirit that lives inside us all. Be in the moment, make new friends, enjoy the company of old friends, and unleash your creative genius. www.bottleandbottega.com.

***bot·te·ga** [*boh-tye-guh*]: the studio of a master artist, in which students learn by participating in the work.

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