

THE BLIND HORSE WINERY AND VAPORFI LAUNCH FIRST NFT-LABELED WINE IN THE INDUSTRY

VaporFi Celebrates One Year Anniversary with Collector's Edition Wine Bottle
Featuring the Bored Ape NFT

(Kohler, Wis.) January 6, 2023 – The Blind Horse Winery releases the wine industry's first NFT-labeled wine in collaboration with VaporFi, a leading-edge crypto company. The collector's edition 2019 Cabernet Sauvignon (\$100) was released for preorder on December 21, 2022, in timing with the one-year anniversary of VaporFi and is now available for purchase in The Winery and online. The NFT label is from The Bored Ape Yacht Club, a collection of non-fungible tokens, or NFTs, launched by a startup called Yuga Labs in spring 2021. Each NFT corresponds to a cartoon ape customized with unique color schemes, facial expressions, and outfits. This particular Bored Ape was purchased on January 26, 2022, by VaporFi for \$246,000 and has been licensed to The Blind Horse for this exclusive one-time release. The Bored Ape NFTs have sold for as much as \$420,430 each and is considered the gold standard in NFTs.

The collaboration began in March when Nye connected with the VaporFi leadership team for an opportunity to release an NFT-labeled wine. The teams instantly began collaborating on the first-of-its-kind project. Both VaporFi and The Blind Horse were seeking ways to break down barriers and explore a partnership between a crypto currency company and a traditional off chain company.

“This is a notable offering for both industries,” said Thomas Nye, general manager and master winemaker of The Blind Horse Restaurant & Winery. “The Blind Horse continually seeks opportunities to partner with new and emerging sectors and to differentiate ourselves with innovative concepts.”

The 2019 Cabernet Sauvignon wine is predominantly a 2019 Cabernet Sauvignon vintage made from a blend of Cabernet/Malbec/Petite Verdot. The wine was aged for three years in French and American Oak barrels with a concentrated blackberry bouquet with hints of dark plum and vanilla on the finish. The wine retails for \$100 per bottle and is available for purchase at The Winery and online

at www.theblindhorse.com/winery shipping to 38 states.

“This is a collector’s item for both wine and crypto enthusiasts and will be the centerpiece of my wine collection at home. Partnering with one of the best crypto companies in the space, I was thrilled that VaporFi shared my vision,” said Nye. “I’m certain that we will see more collaborations of this type, where off chain companies and on chain businesses find innovative ways to work together. Decentralized finance and crypto is so new that it’s difficult to envision how it will all come together to impact our lives, but I do think that blockchain technology’s impact on traditional business is inevitable.”

About VaporFi

VaporFi is a leader in the crypto space creating emerging technology by releasing the world most rewarding DEX, a decentralized exchange for trading and swapping cryptos. “The industry is ripe for disruption - and we’re here to lead the way. We’re building a holistic ecosystem of solutions utilizing the best of blockchain technology to make DeFi truly global, inclusive, and accessible for all.” - VaporFi

About Blind Horse Restaurant & Winery

The Blind Horse Restaurant and Winery is located on seven beautifully landscaped acres at 6018 Superior Ave., Kohler, Wis. Food and wine are the catalyst for a one-of-a-kind experience at The Blind Horse with its Napa Valley Style winery and charming restaurant with rustic elegance. To stay up to date with The Blind Horse happenings, events, hours of operation, live music schedule, and news online at www.TheBlindHorse.com or on social media on Facebook at TheBlindHorseWinery and Instagram at @theblindhorse.

About General Manager & Master Winemaker Thomas Nye

Master Winemaker Thomas Nye embraces a minimalist style of winemaking, enabling the natural qualities of the fruit to shine in the finished wine. A winemaker for 15 years, he is known for his elegant and sophisticated winemaking style. Tom brings a philosophy of “making wine in the field” by searching out the best vineyards and working with viticulturists to produce a great selection of wines. It is this direct relationship with the growers in California and Washington State that is key to producing award winning wines. Tom lives in Sheboygan County with his

wife Nancy and two sons.

About NFTs

NFT stands for nonfungible tokens. Think of them as digital certificates of authenticity. An NFT, is a unique, irreplaceable identifier created by an algorithm: a distinct barcode for a digital piece of art or collectible. It helps to address a problem that's long faced digital artists: how to create scarcity for an item that can be infinitely reproduced. Increasingly, there is utility that are also tied to the artwork which bring additional benefits for the owner. The Bored Ape Yacht Club, a collection of non-fungible tokens, or NFTs, was launched by a startup called Yuga Labs in spring 2021 and is known for its cartoon ape customized with unique color schemes, facial expressions, and outfits.

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PHOTOS: <https://www.dropbox.com/scl/fo/loow098gj4w3kccakozc0/h?dl=0&rlkey=zgghywqwirgirt9wcju35hf>

Photo credit: Courtesy of The Blind Horse

FOR MORE INFORMATION AND TO SCHEDULE INTERVIEWS:

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