



Terri L. McCulloch Joins Pinot's Palette® Leadership Team as Sr. Vice President of Marketing

HOUSTON (August 4, 2016) – *Pinot's Palette*, the fastest growing paint and sip franchise in North America, has hired franchise-marketing veteran Terri L. McCulloch as its new Sr. Vice President of Marketing.

McCulloch, who has been actively involved in franchising for over a decade, brings more than 25 years of retail, consumer and B2B marketing experience as well as an expertise in sales, business development and strategic partnerships to her new position.

"This is a tremendous opportunity to join a dynamic brand in an emerging category and to play a role in expanding our leadership position," said McCulloch, who has served as a member of executive teams for rapidly expanding franchise systems such as DNA Services of America and first-to-market, start-up organizations such as Any Lab Test Now®.

In 2009, McCulloch was a finalist for the eWomenNetwork's 2009 Femtor Award (Female Mentor Award) for serving as a coach for a number of emerging, woman-owned businesses in the Houston area.

One of the many things that attracted her to *Pinot's Palette*, she says, is the company's culture.

“I’m very passionate about *Pinot’s Palette* and the work environment they have created,” McCulloch said. “You feel like family as soon as you walk through the door.”

“Terri brings the perfect mix of experience and creativity needed to help us take our business to the next level,” said Craig Ceccanti, Co-Founder and CEO of *Pinot’s Palette*. “We are honored to have her as a part of our team.”

About *Pinot’s Palette*

Pinot’s Palette is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With more than 175 locations open or under development across 35 states and Canada, and new locations popping up monthly, *Pinot’s Palette* is the world’s fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, *Pinot’s Palette* curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information, visit www.PinotsPalette.com.