



FOR IMMEDIATE RELEASE :

**DOMAINE PINNACLE ICE CIDER WINS
FOUR PRESTIGIOUS GOLD MEDALS**

Pinnacle's products acclaimed by judges in
Dallas, Rochester, Toronto, Indianapolis and Québec City.

FRELIGHTSBURG, QC, August 1, 2005 – Domaine Pinnacle, Québec's leading producer of ice cider, today announced it was the proud recipient of five major awards, both here in Québec and abroad, since the start of the year.

In January, Pinnacle Ice Cider started off the New Year on a positive note by winning the only gold medal in its category with its début in the *Dallas Morning News Wine Competition*. This prestigious international competition, organized by the largest daily newspaper in the commercial capital of Texas, is the fourth largest of its kind in the United States. Among its judges, one finds some of the most influential sommeliers, wine writers and critics in the country. During this year's competition, they evaluated over 3,000 product entries.

At the end of March, Pinnacle Ice Cider was once again recognized by professionals in the wine business when it was awarded a gold medal at the *Finger Lakes International Wine Competition*, which took place in Rochester, New York. This annual competition takes place in the Finger Lakes winegrowing region in west-central New York State, and this year's competition received over 1,000 entries from 15 different countries and 30 U.S. states.

At the beginning of April, Pinnacle Ice Cider won a third gold medal – this time closer to home – at the *Toronto Wine and Cheese Show*, which is the largest show and competition of its kind in Canada.

Last April 22, Domaine Pinnacle's new Sparkling Ice Cider was awarded the Gold Cup in the sparkling strong cider category at the *Coupe de Nations* competition which takes place every year in conjunction with the *Festival de la gastronomie du Québec*. Prizes were awarded by an independent jury, based on blind tastings.

Finally, on July 30, Pinnacle Ice Cider won a fourth gold medal at the Indy International Wine Awards (Indiana State Fair) in Indianapolis, which is the largest US wine competition outside of California, featuring 3,600 wines from 17 countries.

These four gold medals won outside of Québec along with the Gold Cup received in Québec City by Domaine Pinnacle's products come on the heels of four other

prestigious prizes that Pinnacle products won in Québec and elsewhere in Canada in 2004. *“Winning these prizes at home and abroad is an acknowledgement of our high product quality and demonstrates the broad appeal of these unique produits du terroir québécois,”* declared Charles Crawford, President of Domaine Pinnacle. *“Our sales to export markets continue to grow steadily, notably in the United States, where our products are now available in more than a dozen states, as well as in Europe and Asia.”*

About Pinnacle Ice Cider and Domaine Pinnacle

Producing Pinnacle Ice Cider requires a late season apple harvest. Apples must be handpicked in sub-zero degree temperatures, after autumn’s first frost. This combination of agricultural and climactic conditions is very rare. In fact, Québec is the only place in the world where authentic ice cider is made. Once the apples are picked, they are pressed for juice. Naturally separated from its watery component by the cold, the concentrated juice is then fermented for about 8 months. Over 80 apples go into each 375 ml bottle of Pinnacle Ice Cider. Absolutely no sugar or additives are used in the fermentation process. The result is a cool, delicious and refreshing taste, ideal as an apéritif or as an innovative alternative to other sweet wines and dessert wines. Pinnacle Ice Cider complements *foie gras*, *pâté*, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is widely available in Canada, and through select retailers and importers in Europe, the U.S. and Asia. Founded in 2000, Domaine Pinnacle is Québec’s leading producer of ice cider. For more information, please visit www.domainepinnacle.com

– 30 –

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