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DOMAINE PINNACLE ANNOUNCES ‘TRAVEL THE WORLD’ CONTEST IN PARTNERSHIP WITH AIR CANADA AND STYLE AT HOME

Two grand prizes of two Executive First Class tickets to anywhere Air Canada flies – plus \$4,000.00 in spending money – will be awarded to lucky winners.

FRELIGHSBURG, QC, October 1, 2008 – Domaine Pinnacle, the world’s leading producer of ice cider, today announced the ‘Taste Pinnacle, Travel the World’ contest in partnership with Air Canada and Style at Home magazine.

“We are very excited about the ‘Travel the World’ contest,” said Charles Crawford, Founder and President, Domaine Pinnacle. “To mark the availability of Domaine Pinnacle Ice Cider coast to coast, we partnered with Air Canada, the nation’s premiere airline, and Style at Home, Canada’s leading home décor/lifestyle publication, to award two amazing prizes worth up to \$32,500.00 each. This is a once-in-a-lifetime opportunity for winners to experience their dream vacations – all in the luxury of Executive First Class and with \$4,000.00, per couple, to cover expenses. And best of all, absolutely no purchase is required,” Mr. Crawford concluded.

To enter, please visit www.domainepinnacle.com/contest. The deadline for entry is January 14, 2009. For complete details, please visit www.domainepinnacle.com/rules.

About Domaine Pinnacle

Domaine Pinnacle is a family-owned orchard located on the southern slopes of Pinnacle Mountain in Québec’s picturesque Eastern Townships. Founded in 2000, it has rapidly become the world’s leading producer of ice cider—the apple equivalent of grape-based icewine. Born of the unique combination of sunny summer growing conditions and frigid Québec winters, this rich amber-coloured elixir has won the hearts and palates of connoisseurs worldwide. For more information, please visit www.domainepinnacle.com.