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DOMAINE PINNACLE SPONSORS MONTREAL'S 'BAR D'HIVER'

FRELIGHSBURG, QC, December 2, 2008 – Domaine Pinnacle, the world's leading producer of ice cider, today announced its sponsorship of Montreal's 'Bar d'hiver', located in the city's Old Port.

A new concept, 'Bar d'hiver' is located under a big top equipped with fireplaces. Adjacent to the Old Port Quays' skating rink, patrons may stop at 'Bar d'hiver' for refreshments without removing their skates. Offering eight cocktails based on Domaine Pinnacle ice cider products, 'Bar d'hiver' patrons may also be served in glasses carved out of ice.

"The 'Bar d'hiver' concept is unique in Montreal," said Charles Crawford, Founder and President, Domaine Pinnacle. "We chose to sponsor this seasonal venue in Montreal's historic Old Port because it represents the best that our city has to offer in the winter season – outdoor skating in the afternoon, followed by a great club scene, make it a fun destination for both families and nightlife enthusiasts," Mr. Crawford added.

'Bar d'hiver' is open Thursday to Sunday through March 8, 2009 – weather conditions permitting. For more information, please see www.bardhiver.com.

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.