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DOMAINE PINNACLE EXCLUSIVE PROVIDER OF ICE CIDER TO QUEBEC'S 'HOTEL DE GLACE'

2010 marks tenth anniversary of unique hotel

FRELIGHSBURG, QC, January 5, 2010 – Domaine Pinnacle, the world's leading producer of ice cider, today announced an exclusive partnership to provide ice cider to the 'Hôtel de glace' – North America's only ice hotel.

The 'Hôtel de glace' is a 3,000 sq. m structure made entirely of ice. Rebuilt each winter, the 'Hôtel de glace' offers a Nordic fantasy experience, stunning architecture and design, and world-class hospitality. Offering 36 rooms and suites, the 'Hôtel de glace' may accommodate up to 88 visitors per night. To mark its tenth anniversary, the 'Hôtel de glace' has built a massive igloo – 7.5 meters high and 12 meters in diameter.

Domaine Pinnacle ice cider products are prominently featured in both the hotel's 'Ice Bar' and 'Ice Café'.

"We are very pleased to be the exclusive provider of ice cider to the 'Hôtel de glace' for the third consecutive year," said Charles Crawford, Founder and President, Domaine Pinnacle. "The 'Hôtel de glace' and Domaine Pinnacle Ice Cider both celebrate the spirit of Québec winters and we are proud to be a part of this unique tradition," Mr. Crawford added.

Located about 30 minutes northwest of Québec City, the 'Hôtel de glace' is open through April 4, 2010. For more information, please visit www.hoteldeglace.qc.ca.

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.