



FOR IMMEDIATE RELEASE:

PINNACLE ICE CIDER NOW AVAILABLE IN CHINA AND RUSSIA
International expansion on the wings of 10 gold medals

FRELIGHSBURG, QC –December 12, 2006 — Domaine Pinnacle, the leading producer of Ice Cider, is pleased to announce that it has recently begun distributing its products in China and Russia. “This is our own version of the cold war” jokes Charles Crawford, President of Domaine Pinnacle. “Actually, we are thrilled with our recent distribution deals that come on the heels of a series of awards at prestigious wine competitions”, says Crawford.

Ice Cider, made from apples harvested after freezing, is an emerging product category developed in Quebec and one that has grown exponentially in recent years. Domaine Pinnacle is the market leader and produces a range of ice ciders including the world’s first sparkling ice cider. Each 375 ml. bottle requires over 80 apples and is made from a blend of 6 varieties, yielding a product that is complex and sweet, yet well-balanced in acidity. Distributed in over 25 countries across North America, Asia, Europe and South America, Domaine Pinnacle has won 10 gold medals in major international wine competitions over the last 3 years including the Toronto Wine and Cheese Show, The American Wine Society’s Commercial Wine Competition (2 years running), The Indy International Wine Competition (2 years running), and the Dallas Morning News Wine Competition.

For more information visit, www.domainepinnacle.com or contact us:

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