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DOMAINE PINNACLE ICE CIDER NOW AVAILABLE IN NEW EUROPEAN AND ASIAN MARKETS

Germany, Spain and Singapore just three of 38 countries where Domaine Pinnacle Ice Cider is currently on sale

FRELIGHSBURG, QC, October 15, 2008 – Domaine Pinnacle, the world's leading producer of ice cider, today announced the availability of Domaine Pinnacle Ice Cider in three new major markets: Germany, Spain and Singapore. In total, Domaine Pinnacle Ice Cider is now available in 38 countries worldwide.

Domaine Pinnacle is the market-leading maker of ice cider – a product category first developed in Québec that has grown exponentially in recent years. Each 375 ml bottle (See “Product Visual” below) of Domaine Pinnacle Ice Cider is made from a blend of six varieties of apples. Domaine Pinnacle Ice Cider is a rich, golden, full-bodied nectar that is enjoyed as an aperitif, with foie gras, fine cheeses, a variety of desserts or simply on its own to end a perfect meal.

In the last eight years, Domaine Pinnacle has expanded its production capacity and extended its distribution networks without compromising the high quality of its unique products. From its first harvest in 2000, production has grown from 1,000 cases with exclusive availability at Québec's *Société des alcools du Québec* (SAQ) to 20,000 cases, projected for 2008, and growing distribution networks in North America, Europe and Asia. Domaine Pinnacle has been working with Camus since 2004. Acting as Domaine Pinnacle's international distribution partner, Camus is the world's largest independent Cognac maker.

“It has been an amazing experience so far,” said Charles Crawford, Founder and President of Domaine Pinnacle. “From the very beginning, we believed that the unique climatic conditions and excellent apple harvests of Québec's Eastern Townships presented an opportunity to make a truly exceptional ice cider product. While production and distribution have grown significantly in the last eight years, it is interesting to look at the factors that have made this growth possible. Having visited most of the regions where our products are sold, I can personally attest to the universal appeal of ice cider. Despite all geographical and cultural differences, the vast majority of people who taste ice cider enjoy it immediately. And, it is this opportunity that continues to motivate us to

focus on our twin pursuits: A commitment to excellence and the growth of the business in international markets. This is also a good time to thank everyone who has supported Domaine Pinnacle by purchasing our products – wherever they may be,” Mr. Crawford concluded.

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.

Product Visual

