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

FRELIGHSBURG, QC, January 22, 2009 – 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 32,000 sq. ft. structure made entirely of ice. Since it first opened in 2001, the 'Hôtel de glace' has welcomed more than half-a-million guests. Entirely redesigned and rebuilt each winter season, the 'Hôtel de glace' offers a unique Nordic fantasy experience, stunning architecture and design, and world-class hospitality.

As exclusive provider of ice cider to the 'Hôtel de glace', Domaine Pinnacle's products are available at both lounges located within the hotel.

"Staying at the 'Hôtel de glace' is quite an amazing experience," said Charles Crawford, Founder and President, Domaine Pinnacle. "We believe that this unique concept – which celebrates Québec's winter – is nicely aligned with Domaine Pinnacle's winter apple harvest. We are proud to support this great tradition that draws visitors from all over the world," Mr. Crawford added.

Located about 30 minutes northwest of Québec City, the 'Hôtel de glace' is open through March 29, 2009. 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.

Hôtel de glace



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