



FOR IMMEDIATE RELEASE :

**DOMAINE PINNACLE CELEBRATES 5th ANNIVERSARY
WITH OPENING OF NEW TASTING ROOM AND BOUTIQUE**

FRELIGHTSBURG, QC, September 24, 2005 – Domaine Pinnacle, the world's leading producer of ice cider, announced today that its brand new tasting room and boutique are now open to the public.

This state-of-the-art facility, designed by renowned Eastern Townships architect, Eden Muir, is located on-site at Domaine Pinnacle, just outside the quaint historic village of Frelighsburg. Situated on the southern slopes of Mount Pinnacle (elevation 712 m / 2,336 ft.), this stand-alone facility in the very heart of the apple orchard, will offer visitors the chance to taste Domaine Pinnacle's critically-acclaimed and award-winning family of ice ciders while taking in the exceptional natural beauty of the surrounding countryside. Just a stone's throw away from the U.S. border, the site offers breathtaking views of the high peaks of Vermont's Green Mountains and, on a clear day, the view extends all the way to the Adirondack Mountains in New York State.

In addition to offering product tastings, the new facility will offer Domaine Pinnacle's products for sale at advantageous direct-from-the-producer prices, as well as offering a variety of wine accessories, a selection of the finest Québec *produits du terroir*, and other related merchandise. Visitors will also be able to enjoy rotating exhibitions from well-known local artists whose works will grace the tasting room's walls.

"What better way to mark our 5th anniversary than to invest in this fantastic new facility that will offer our visitors from near and far a memorable taste of the very best our region has to offer?" exclaimed Charles Crawford, President of Domaine Pinnacle.



About Pinnacle Ice Cider and Domaine Pinnacle

Producing Pinnacle Ice Cider requires a late season apple harvest. Apples must be handpicked in sub-zero degree temperatures, after autumn's first frost. This combination of agricultural and climactic conditions is very rare. In fact, Québec is the only place in the world where authentic ice cider is made. Once the apples are picked, they are pressed for juice. Naturally separated from its watery component by the cold, the concentrated juice is then fermented for about 8 months. Over 80 apples go into each 375 ml bottle of Pinnacle Ice Cider. Absolutely no sugar or additives are used in the fermentation process. The result is a cool, delicious and refreshing taste, ideal as an apéritif or as an innovative alternative to other sweet wines and dessert wines. Pinnacle Ice Cider complements *foie gras*, *pâté*, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is widely available in Canada, and through select retailers and importers in Europe, the U.S. and Asia. Founded in 2000, Domaine Pinnacle is the world's leading producer of ice cider. For driving directions, please call (450) 298-1222, visit our website at www.domainepinnacle.com, or simply follow the blue "*Route des Vins*" road signs from Frelighsburg or other nearby villages.

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Media Contacts :

Sylvette Péfau

Sylvette Péfau & Associates
for Domaine Pinnacle
(819) 687-2125
sylvette.pefau@sympatico.ca

Charles Crawford

President
Domaine Pinnacle
(450) 298-1222
charles@icecider.com