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**PINNACLE ICE CIDER NOW AVAILABLE AT SOCIÉTÉ DES
ALCOOLS DU QUÉBEC (SAQ) STORES ACROSS THE
PROVINCE**

More than 120 Classique and Sélection stores now selling Pinnacle Ice Cider

FRELIGHSBURG, QC, Nov. 29, 2002 – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced the availability of Pinnacle Ice Cider across the province through the SAQ, Quebec’s state-owned retailer of alcoholic beverages.

Currently available at more than 120 *Classique* and *Sélection* SAQ stores, Quebec-wide distribution is expected to grow to include approximately 250 SAQ stores by early next year. (SAQ *Classique* stores offer an extensive range of products, while *Sélection* stores offer an even larger and more diversified variety of products.)

A 375ml bottle of 2001 Pinnacle Ice Cider retails for \$24.95 and carries the SAQ product number **734269**. To discover exactly which SAQ stores currently have Pinnacle Ice Cider in stock, simply visit www.saq.com and enter the product number in the search field on the upper left corner of the homepage.

“Pinnacle Ice Cider is now available through a major distribution network,” said Charles Crawford, founder and president, Pinnacle Estates. “SAQ *Classique* and *Sélection* stores give us direct access to a large, diversified and very sophisticated clientele. We are pleased to offer our specialty product to Quebecers and look forward to even larger distribution networks across Canada and internationally,” Mr. Crawford added.

About Pinnacle Ice Cider and Pinnacle Estates

Producing Pinnacle Ice Cider requires a late season apple harvest. Apples must be handpicked in sub-zero degree conditions, after autumn's first frost. This combination of agricultural and climactic conditions is very rare. In fact, Quebec is the only place in the world where ice cider is made. Once the apples are picked, they are pressed for juice. Concentrated apple liquor is separated and fermented for about seven months. Approximately six kilograms of apples go into each 375ml 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 aperitif or an innovative alternative to sauternes and other dessert wines. Pinnacle Ice Cider compliments foie gras, paté, fine cheeses and desserts with particular balance.

Founded in 2000, Pinnacle Estates is Quebec's leading producer of ice cider. For general information, including boutique hours and driving directions, please visit www.icecider.com. For more information, or to arrange a private tasting, please contact Charles Crawford or Mark Lowe.