



Media Contacts:

Mark Lowe
PRagmatic Communications
for Domaine Pinnacle
(514) 499-9632
mark.lowe@pragcom.com

Charles Crawford
President
Domaine Pinnacle
(450) 263-5835 x 222
charles@domainepinnacle.com

Michel Langevin
Vice President, Marketing
Vincor Québec
(514) 861-2404 x 5270
michel.langevin@Vincor.ca

**DOMAINE PINNACLE SELECTS VINCOR QUEBEC
AS REGIONAL SALES AGENT**

Domaine Pinnacle the Only Ice Cider Producer in the Vincor Québec Portfolio

FRELIGHSBURG, QC, Sept. 30, 2009 – Domaine Pinnacle, the world’s leading producer of ice cider, today announced a long term agreement with Vincor Québec, a Constellation company, the province’s premiere wine agent and importer.

Domaine Pinnacle’s products: *Ice Cider, Sparkling Ice Cider, Signature Réserve Spéciale, Pinnacle Crème* and *Réserve 1859* have been added to Vincor Québec’s prestigious portfolio of international wines, including: Torres, Laroche, Cave de Rasteau, Deinhard, Tsantali and Cave de Montpeyroux. Domaine Pinnacle is the only ice cider maker to be represented by Vincor in Québec.

“We are very pleased to announce this agreement with Vincor Québec,” said Charles Crawford, Founder and President, Domaine Pinnacle. “Adding our products to the Vincor portfolio enables us to provide a higher level of service in Québec, which is important as demand for our products continues to grow. Additionally, Vincor representation enables our in-house sales team to focus its efforts on other Canadian and international growth markets. Domaine Pinnacle remains a family-owned business. The only difference is that now we are working with a successful and proven external sales team,” Mr. Crawford added.

“Vincor Québec is proud to add Domaine Pinnacle to its international portfolio of wine producers,” said Roger Provost, President, Vincor Québec. “As market leader in Québec, we recognize the exceptional quality and the unique appeal of Domaine Pinnacle’s products and expect an even larger number of Québécois to discover and embrace Domaine Pinnacle,” Mr. Provost 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.

About Vincor Québec

Québec's leading producer and marketer of wines and alcoholic beverages, Vincor is reputed for its extensive and prestigious portfolio of leading brands available through the SAQ and grocery store retail networks. Vincor also leads the Canadian wine marketplace with its portfolio of world renowned domestic and imported brands. Affiliated with Constellation Brands since 2006, the world's leading producer of wines, Vincor benefits from the company's global wine network to source the best wines from its own vineyards and through select agents. The Constellation Brands vision is: *To elevate life with every glass raised!* For more information, please visit www.vincorquebec.com.