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## **DOMAINE PINNACLE ICE CIDER EXCLUSIVELY SELECTED BY THE CANADA PAVILION AT EXPO 2010 IN SHANGHAI, CHINA**

*Domaine Pinnacle Ice Cider available at Canada pavilion through October 31*

**FRELIGHTSBURG, QC, June 8, 2010** – Domaine Pinnacle, the world's leading producer of ice cider, today announced it is the exclusive provider of ice cider to the Canada pavilion at Expo 2010 in Shanghai (please see "Visuals" below).

More than 70 million people are expected to visit Expo 2010 between May 1 and October 31.

The Canada pavilion is the product of collaboration between the Government of Canada and Cirque du Soleil, and a celebration of the vibrancy and vitality of Canadian peoples and communities. In addition to advancing Canadian culture and values, the pavilion promotes trade, investment and innovation in Canada and offers the opportunity to showcase Canadian products and services. The pavilion boutique sells a variety of Canadian products, including Domaine Pinnacle Ice Cider.

"We are very proud to be a part of the Canadian presence at Expo 2010," said Charles Crawford, Founder and President, Domaine Pinnacle. "The Canada pavilion is one of the most widely-visited destinations at Expo 2010. For Domaine Pinnacle, this is an unbelievable opportunity to promote our flagship product at the center of the world's biggest emerging market. Rarely have so many people from more than 190 countries come together in one place at one time," Mr. Crawford added.

### **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](http://www.domainepinnacle.com).

**Visuals** (Photos: Domaine Pinnacle)



The Canada Pavilion, Exterior



The Canada Pavilion Boutique



Domaine Pinnacle Ice Cider on sale at Canada Pavilion Boutique