



DOMAINE
Pinnacle[™]
Cidre de glace ~ Ice Cider

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CAMUS TO BRAND AND MARKET PINNACLE ICE CIDER

World's largest family-owned cognac maker to sell Pinnacle Ice Cider through global network

FRELIGHSBURG, QC, Nov. 19, 2003 – Pinnacle Estates, Quebec's leading producer of ice cider, today announced that Camus *La Grande Marque*, the world's largest family-owned maker of fine cognacs, will brand and market Pinnacle Ice Cider as "**Domaine Pinnacle Ice Apple Wine selected by Camus**" (see Product Visual) through its worldwide specialty travel retail network.

Along with select cognacs and other products, Camus will now sell Domaine Pinnacle Ice Apple Wine exclusively in duty free stores around the world. Beginning in the Pacific Rim, Camus will market Domaine Pinnacle Ice Apple Wine through DFS stores, the world's leading duty free retailer for international travelers.

"Our company is renowned for its long and distinguished history, but we are also actively building for the future," said Cyril Camus, Group President, Camus. "We have had a strong presence in the international travel market for nearly 40 years. Now, we are complementing our line of cognacs by distributing other high quality products. Pinnacle Ice Cider, which we are calling Ice Apple Wine for the international market, is a product of exceptional quality and character. We are pleased to be selling Domaine Pinnacle Ice Apple Wine alongside our well-established cognacs and other products. We believe that the discerning international traveler will really appreciate this unique delicacy from Quebec," Mr. Camus added.

"Pinnacle Estates is very proud to be associated with Camus, one of the world's most respected families in the distilling and wine-making community," said Charles Crawford, President, Pinnacle Estates. "Our association with Camus solidifies our international export strategy. In addition to benefiting from Camus' impressive worldwide distribution network, we have had the pleasure of working with a very impressive team, who base their work on 150 years of tradition but maintain a clear focus on the future," Mr. Crawford added.

About Camus *La Grande Marque*

As the leading independent family cognac firm, Camus is dedicated to providing customers and consumers with the finest quality products and services throughout the world. Camus is the last major cognac House to be family owned. Camus' products are enjoyed in over 140 countries, on board over 50 airlines, and are established leaders in duty-free shops around the world. The fifth generation of the Camus family is as passionate about cognac as their forefathers and is dedicating their lives to maintaining and furthering the founding philosophy of Quality, Tradition, Innovation and Independence. For more information, please visit www.camus.fr.

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. About 80 apples (or six kilograms) 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, pâté, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is currently available in Quebec, British Columbia and Alberta, Canada, and in the United States and Asia through select importers and retailers. Founded in 2000, Pinnacle Estates is Quebec's leading producer of ice cider. For more information, please visit www.icecider.com.

Product Visual



Domaine Pinnacle Ice Apple Wine selected by Camus (375 ml)