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NBC'S TODAY SHOW SPOTLIGHTS DOMAINE PINNACLE ICE CIDER

FRELIGHTSBURG, QC, July 21, 2011 – Domaine Pinnacle, the world's leading producer of ice cider, received a very favourable mention on TODAY, NBC's long-running national morning show, on July 14, 2011.

While broadcasting special episodes of TODAY live from Montreal, co-hosts Kathie Lee Gifford and Hoda Kotb interviewed Jessica Harnois, a Montreal sommelier and wine writer, sampled Domaine Pinnacle Ice Cider and remarked "Wow!" and "Delicious!"

NBC News launched the TODAY show in 1952. A long time ratings success, the July 14, edition of TODAY is estimated to have had a total viewership in excess of 2.2 million people (source: Nielsen Audience).

To view this segment of TODAY, please visit:

http://today.msnbc.msn.com/id/29054368/ns/today-kathie_lee_and_hoda/#43756373

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.