

VINCOR CANADA is a proud Official Wine Supplier of The Vancouver 2010 Olympic and Paralympic Winter Games. Under a six-year sponsorship agreement with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), Vincor Canada also holds sponsorship rights to the Canadian Olympic Team for Beijing 2008, Vancouver 2010 and the London 2012 Games.

Our VQA premium portfolio plus our strong national brands bear the official Vancouver 2010 contained emblem prominently on their back labels. Five of our VQA brands – including Jackson-Triggs, Inniskillin, Sumac Ridge, Nk'Mip and See Ya Later Ranch – form a core component of the sponsorship and will be promoted extensively leading up to (and in particular, during) the Games such that our world class VQA wines will be extensively showcased to the world during the Olympics. These five VQA brands will be front and centre at the Vancouver 2010 Olympic and Paralympic Winter Games, and at special events across the country.

Jackson-Triggs Esprit™

VANOC also requested a co-branded product as part of Vincor Canada's sponsorship program. Our challenge was to create a wine unique to our partnership with VANOC, without compromising our commitment to our loyal customers who seek out our established brands. We responded with the release of the Jackson-Triggs Esprit™ wines, a unique wine vinted by Jackson-Triggs Vintners and co-branded with the Vancouver 2010 emblem. The Esprit wines celebrate the spirit of possibility created by the 2010 Winter Games while reflecting the pioneering spirit of the Canadian wine industry. Named to capture both the French and English connotations of the word 'spirit,' these wines also symbolize the dedication, passion and artistry evoked by the Games.

The Jackson-Triggs Esprit™ wine collection, including a merlot, chardonnay, shiraz and a sauvignon blanc, exhibits distinctive varietal character while offering exceptional quality and value for today's consumer. Jackson-Triggs Esprit™ wines have achieved wide retail distribution and are found at provincial and private liquor stores and dining establishments across the country. Importantly, Jackson-Triggs Esprit™ is about giving back. Every time you buy a bottle of Jackson-Triggs Esprit™, \$1.25 will proudly be donated to our Canadian Olympic Team and The Vancouver 2010 Winter Games, enabling Canadians to join Vincor Canada in cultivating Canadian champions. [Continued on back]

Given the volume requirement needed to create an Olympic-themed wine brand, coupled with the criteria of ensuring the greatest possible donation back to our athletes, the Esprit wines that are in wide retail distribution, are not 'VQA' due to the limited domestic grape supply at the time of initial launch. However, the team at Jackson-Triggs has sourced the very best grapes internationally to blend with our excellent domestic wines, proudly cultivated by our grape growers, to deliver exceptional quality and value, and to adhere to our high standards of quality.

It is important to note that Esprit VQA wines are available at the Jackson-Triggs wineries in both Ontario and British Columbia. And, with the increased grape supply from the outstanding 2007 vintage, we will expand production of these exclusive Esprit VQA wines, and make them available to selected licensee customers, thus allowing restaurants to promote Esprit as a VQA offering, ensuring the broadest possible distribution of Esprit VQA wines.

About Vincor Canada

Vincor Canada is the largest producer and marketer of wine and related products in Canada. The Company's leading wine brands include Jackson-Triggs, Sawmill Creek and Inniskillin, maker of the world's leading Icewine. The Company's products are produced at a family of estate wineries located in the provinces of British Columbia, Ontario, Quebec and New Brunswick. These wineries are supported by a national distribution network and dedicated sales and marketing team. The Company's wine brands are complemented by a variety of popular priced wines, wine kits (RJ Spagnols) and refreshment products.

Vincor Canada is a division of the world's largest wine company, Constellation Brands, Inc. Together with our agents, Medallion and Churchill Cellars we market and distribute the wine products of Constellation Brands in Canada, including the Robert Mondavi, Nobile, Hardys and Banrock Station brands.

For more information, please contact:

Bruce Walker
Vincor Canada
(905) 564-6900 ext. 5744
bruce.walker@vincor.ca

Trevor Heisler
The Equicom Group Inc.
(416) 815-0700 ext. 270
theisler@equicomgroup.com

