



## **MAGNOTTA'S 2009 TRUE NORTH GOLF TOURNAMENT RAISES MORE THAN \$40,000 FOR CANLYME**

Corporate Support of Tournament Fundraiser for Lyme Disease  
Comparable to Last Year Despite Economic Downturn

VAUGHAN, ONTARIO, June 15, 2009 – Magnotta Winery Corporation (TSX: MGN) is pleased to announce that its 4<sup>th</sup> Annual True North Classic Golf Tournament has raised \$42,000 for the Canadian Lyme Disease Foundation (CanLyme).

“With sponsorship and charity budgets being tightened in a slow and uncertain economy, 2009 has turned out to be a tough year for any organization trying to raise money for a worthy cause,” says Rossana Magnotta, CEO and President of Magnotta Winery Corporation. “We were predicting a decline in sponsorships and donations but our supporters and customers came out again this year to match and slightly exceed what we achieved last year.” Adds Magnotta, whose family was touched by Lyme disease four years ago, “Despite the financial restraints everyone is managing right now, they are committed to helping us spread the real word about Lyme disease in Canada and their ongoing goodwill is truly touching for me.”

Over 90 golfers from major corporate organizations participated in the golf tournament this year. The \$42,000 cheque presented by Magnotta to CanLyme at the tournament represents funds raised from golfers as well as money raised from loyal customers who made donations when they shopped at Magnotta's stores in May during Lyme Disease Awareness Month.

The money will go to help fund the building of Canada's first Lyme disease research and testing facility. According to CanLyme, the facility will be capable of the necessary live tissue and post mortem study of Lyme disease and those diseases linked in research to it such as ALS, Multiple Sclerosis, Alzheimer's disease, Crohn's disease, Chronic Fatigue Syndrome, Fibromyalgia and more. The facility would also be able to test Canadians for Lyme disease employing the latest technologies which Canada lacks.

MORE

"This is my dream and it's a huge endeavour but it's something I can clearly see happening," says Magnotta. "Earlier this year, we received incredible news that an Ontario family donated half a million dollars towards funding this facility so we're closer than ever to making our goal a reality. There is still much to do in terms of fundraising and getting our government on board but media coverage is finally starting to spread and will go a long way in helping Canadians protect themselves against Lyme."

### **Magnotta's Ongoing Fundraising Activities for Lyme Disease**

Lyme Awareness Bracelet: Designed and produced exclusively by Magnotta, this elegant strand of Swarovski pearls and crystals is available at Magnotta store locations. All proceeds go to CanLyme.

Magnotta's Cabernet Sauvignon: The winery's 2007 Cabernet Sauvignon Special Reserve VQA was released exclusively to support Lyme awareness. A portion of the proceeds from the sale of this wine goes directly to CanLyme.

One of the top ten misdiagnosed diseases in the world which is now affecting millions of people, Lyme disease is a bacterial infection caused by the bite of an infected tick that causes flu-like symptoms in the beginning. When properly diagnosed and treated early, Lyme disease is curable. However, when misdiagnosed, Lyme becomes debilitating, chronic and sometimes irreversible, even fatal. This multi-organ infection can attack a person's heart, brain, bones, muscles, digestive system, skin, eyesight, hearing and more. It can cause symptoms that mimic other diseases resulting in a misdiagnosis. Lyme has been found in all Canadian provinces and, with global warming, will only continue to spread.

### **About Magnotta Winery Corporation**

Magnotta Winery Corporation, established in 1990, is one of Canada's leading wine producers and retailers with seven locations in Ontario. Magnotta is a Platinum Member of Canada's 50 Best Managed Companies and Canada's most award winning winery with over 3,000 awards for product excellence. Magnotta is the only company in Ontario licensed to produce and sell wine, beer and distilled products.

### **About the Canadian Lyme Disease Foundation**

Established in 2003, the Canadian Lyme Disease Foundation (CanLyme) is a federally registered charitable organization dedicated to advancing Lyme research, education, screening, diagnosis and treatment in Canada.

### **Contact Information**

Marisa Mainella, Marketing Manager, Tel: 905-738-9463 Toll free: 1-800-461-9463,  
Fax: 905-738-5551, E-mail: [marisa.mainella@magnotta.com](mailto:marisa.mainella@magnotta.com)

###