

MAGNOTTA

AFTER A TUMULTUOUS BEGINNING, MAGNOTTA WINERY MARKS ITS 20th ANNIVERSARY AS AN INNOVATOR OF WORLD-CLASS WINES

Magnotta part of an exclusive, small group of Ontario wineries that has been around for 20 years

VAUGHAN, ONTARIO, November 25, 2010 – It started with just two wines and an uphill battle that would last years but Magnotta Winery’s guts and brawn earned the company the hearts of consumers for giving them a better way to buy wine that wasn’t available before. It’s a reputation that still stands today as the company prepares to mark its 20th anniversary on December 7.

“The Ontario wine industry is highly regulated and, at times, a very uneven playing field for independent wineries. The odds were really stacked against us and I’m sure many onlookers in the industry didn’t expect us to be here 20 years later but our customers thought otherwise,” says Rossana Magnotta, president and CEO of Magnotta Winery.

The road to Magnotta’s success has been paved with adversity, innovation, creativity, good people and great wine. In 1990, co-founders Gabe and Rossana Magnotta saw a world of opportunity when the LCBO made a last minute announcement that they did not have shelf space available for Magnotta products. The panic triggered an emergency re-draft of the Magnottas’ marketing plans: sell directly to the public and offer consumers a high-quality, low-cost alternative to the LCBO. An overwhelming response from the public followed.

“Our longevity has had a lot to do with our grassroots spirit. From day one, we’ve had an identity, a culture and a message that has resonated with consumers. We’ve offered direct-to-the-consumer pricing without ever compromising on quality and, along the way, we’ve

surprised them with innovative new wines they couldn't find anywhere else. Magnotta has always been passionately committed to doing what is best for our customers since the day we started. Because of that, our customers' loyalty has sustained us for 20 years, especially in difficult and uncertain times, and we've honoured that loyalty by giving customers a unique place where they can discover, experience and enjoy wonderful wines."

Today, Magnotta is Ontario's third largest winery. It produces over 180 different world-class wines, including one of the largest portfolios of VQA wines in Canada, and has become the most award winning winery in Canada with over 3,500 awards for product excellence. It is part of an exclusive, small group of Ontario wineries that has been around for 20 years.

Rossana Magnotta adds that she's very proud to have been part of the wine renaissance in Ontario over the past 20 years which has included the advent of VQA and the recognition of Ontario wines at international competitions. "We have truly become a wine-wise nation. Public consumption of wine in Canada over the last 20 years has skyrocketed because emerging wineries like Magnotta brought wine to centre stage in a country that was predominantly made up of beer and rye drinkers for many decades. We've promoted wine as a lifestyle choice, not just as a commodity, created high quality wines at every price point level, provided a lot of wine knowledge and demystified wine so that it could be enjoyed by everyone."

For a look at Magnotta's 20 year history, go to: www.magnotta.com/Anniversary.aspx

To schedule an interview with Rossana Magnotta regarding the company's 20th anniversary, please contact: Marisa Mainella, 905-738-9463, toll free at 1-800-461-9463 or by email at marisa.mainella@magnotta.com.

20th Anniversary - Tuesday, December 7, 2010

- NEW Sparkling Wine Sampling: Enjoy a taste of Magnotta's new 20th anniversary Aristèo sparkling wine at all locations along with anniversary cake and coffee. Magnotta's 2009 Special Edition Aristèo Vidal Riesling VQA has been launched in a magnum size for only \$20 to thank customers for their patronage over the years.

- NEW Anniversary Edition Icewine: Magnotta's flagship Vidal Icewine has been one of the world's best selling brands for almost 20 years. For a limited time, Magnotta's 2009 Special Edition Vidal Icewine NP VQA is available in a one-time only 200ml size for only \$15.
- Also Underway: Many exclusive gift ideas, special offers and holiday specials.

About Magnotta Winery Corporation

Magnotta Winery Corporation (TSX: MGN), 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 3,500 awards for product excellence. Magnotta is the only company of its kind in Ontario licensed to produce and sell wine, beer and distilled products.