

**News Release
FOR IMMEDIATE RELEASE**

Spectacular Debut for Benjamin Bridge with Nova 7

Tuesday, July 15, 2008 (Gaspereau Valley, Nova Scotia) – Benjamin Bridge launched its first limited edition wine, NOVA 7, at Mosaic Social Dining Lounge on July 10, with guests overflowing onto Argyle Street in Halifax.

Inspired by the European tradition of lightly sparkling, off-dry wines, the new wine is destined to become a signature wine of Nova Scotia according to wine experts. Local wine writer and educator, Sean Wood, in a recent, pre-launch tasting, described NOVA 7 as: ***“...a gentle sparkler with fruity charm... with Nova Scotia’s hallmark refreshing acidity. It will surprise a lot of people and is sure to be a success.”***

Tony Aspler, one of Canada’s foremost wine authorities, and author of the Wine Atlas of Canada, gave NOVA 7 his highest rating, 5 stars, describing the wine as: ***“...off-dry, beautifully balanced peach and orange flavours with a hint of sweetness. A unique wine.”***

Gerry McConnell and Dara Gordon, partners in the Benjamin Bridge project, are thrilled to see their inaugural wine reach retail stores. They have been quietly growing grapes in the Gaspereau Valley since the millennium and now have over 25 acres planted on their south-facing slopes overlooking the Gaspereau River. Handcrafted from a blend of 100% Nova Scotia grapes, NOVA 7 is the work of wine consultant Peter Gamble, the founding executive director of the VQA and winemaker, Jean-Benoit Deslauriers, formerly with the highly regarded Casa Barranca winery in California.

Since 2002 Gamble has also been working with renowned champagne expert, Raphael Brisbois from California to develop sparkling wines on the order of Grandes Marques champagnes from grapes grown in the Benjamin Bridge vineyard. Early tastings by wine critics are showing these sparkling wines to be “nothing short of spectacular”. They have striking flavors and the brilliant acidity that is characteristic of Nova Scotia wines. These wines are fermented in the bottle for 6 to 8 years in the tradition of the finest Grandes Marques champagnes. The first of Benjamin Bridge’s *méthode classique* sparklers will be released in 2011.

NOVA 7 is now available at the NSLC’s Port of Wines and a handful of other select NSLC stores, and private wine stores, Bishop’s Cellar and Cristall & Lockett. During the new product’s first day of sales, staff scrambled to keep up with demand. According to Pat White, Assistant Manager of the NSLC’s Port of Wines, ***“it was unbelievable... almost like a frenzy.”***

That same afternoon, sales at Bishop’s Cellar were equally strong. John Stuart, Managing Partner of Bishop’s Cellar said, ***“the reaction to Nova 7 was great... it’s a whole new idea in our wine making in Nova Scotia. NOVA 7 is very unique, very distinctive ... and the industry could use another dozen products like this.”***

A print quality photo of the product is available on request.

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