

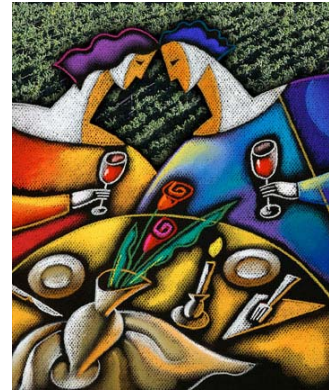
March 29, 2003

Press Release

Oliver, British Columbia, Canada,

WineLovers' Club Offers Guests Special 360° Wine Experience at Tinhorn Creek Vineyards

"Live the Total Wine Experience"...



The enchanting summer wine season is upon us. It's time to venture out of our shells, stretch those winter weary bones and explore the grape inspired landscape. The best place to start exploring is British Columbia's beautiful Okanagan region, the heart of this Canadian province's award winning wineries. If you love to travel and love wine, why not combine your two passions and travel to the South Okanagan to enjoy the unique offerings of the WineLovers' Club. Situated on the beautiful Tinhorn Creek Vineyards, in Oliver, British Columbia, the WineLovers' Club 2003 summer season promises to be a cornucopia of wine, haute cuisine, art and recreation.

The WineLovers' Club is the first wine club of its kind in the Okanagan valley. The Club provides a unique blend of innovative and interactive wine programs designed to combine relaxation and education amidst the beautiful surroundings of Tinhorn Creek Winery. In 2002, the WineLovers' Club was ranked as one of the top 3 for Innovations in Wine Country by *Wines Northwest* magazine.

"If you've ever dreamed of living on a winery and being able to look out upon a rolling hillside teeming with ripe vines, then you should consider joining the WineLovers' Club," declares Sonya Konig, WineLovers' Club Director. "It is a great opportunity to live out your winemaker fantasy and to learn more about the complexities of wine making from the experts while 'living' at the vineyard."

"This year," Sonya proclaims, "we are fortunate enough to acquire the culinary skills of Chef Larry Lee, whose previous experience includes premier restaurants in Salt Spring Island, British Columbia and Banff, Alberta, Canada. Larry is extremely well-versed on the culinary delights of our rich local produce and he caters to an array of food styles to ensure that guests relish in their personalized wine & food extravaganza."

Whether you are the eager novice or the experienced connoisseur, the WineLovers' package caters to wine enthusiasts of every type. The standard WineLovers' package includes 3 or 4 nights at Tinhorn's scenic luxury suites nestled within the estate vines. Club members enjoy a tutored "sensory" wine tasting, an extraordinary wine and food pairing workshop dinner, a personal vineyard tour of Tinhorn Creek with the winemaker and a cellar team member, a scenic tour of neighboring wineries and a host of leisure activities. There is also the optional year-round selection of premium wines delivered to each member's door.

The standard package rates start at \$965 CDN plus tax for 2 people.

In addition to the standard WineLovers' package, this summer the WineLovers' Club is launching several add-on packages:

Art-in-the-Vineyard – A full day of watercolor painting in the vineyard under the guidance of a qualified instructor. It doesn't matter if you are Renoir or a 2nd grade art class bohemian. Even if you have never picked up a paintbrush before, you are guaranteed to have a fantastic time and leave Tinhorn with your own exemplary masterpiece.

Golf in the Desert – Time to fulfill your lifelong aspiration to golf in the desert. You can select from 3 championship courses overlooking the bedazzling South Okanagan landscape. This all inclusive add-on package is for avid golfers of all levels. Package includes golf games as well as instruction.

Okanagan Spa & Esthetics – Should you want to relax and take in the natural beauty, our registered practitioners will come to your suite and pamper you.

Winery Cycling Tours – Get on your mountain bike and cycle from winery to winery or take in the infamous Kettle Valley Railroad. It is a great way to unwind, stay healthy and enjoy the diverse countryside.

The WineLovers' Club also provides Gift Certificates. They are perfect for special family occasions, general gift gifting or corporate incentives.

For reservations, more information or our brochure, please call <number> or visit <website>.

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