

Painted Turtle Initiates Green Program for the Holidays

Plant a tree for every bottle sold



Oliver, British Columbia – December 9, 2008 – Painted Turtle Cellars has partnered with Tree Canada for habitat preservation this winter. The winery's green initiatives incorporate sustainable viticulture practices, as well as eco-friendly packaging and funding for environmental charities to help conserve the biological diversity of Canada's habitats. Painted turtles are on BC's threatened Blue List of species, which are vulnerable to further declines in abundance due primarily to habitat loss. Over the holidays and into the New Year, a tree will be planted in BC for every bottle sold between December 1 and February 28 in the province.

The approachable, fruit forward, drink now wines, have won international awards for the quality of the wine and innovative packaging. Painted Turtle is the first winery in Canada to use PET (Polyethylene Terephthalate) packaging, which resembles glass but weighs only two ounces; 85% lighter than regular wine bottles, with approximately one-third the carbon footprint.

Other recent environmental initiatives include a partnership with Habitat Conservation Trust Fund, whereby a portion of proceeds from each bottle of wine sold is devoted to the protection of indigenous painted turtles in BC's Lower Mainland, Sunshine Coast and Okanagan Valley. BC's painted turtles are the only native freshwater turtles in BC, and are under threat from a decline in their wetlands habitat and from invasive species of bullfrogs and other non-native turtles.

"Consumers are incorporating sustainability along with affordability as part of their buying practices. These wines are great value at only \$10.99 and the light, environmentally friendly PET containers are ideally suited for the active West Coast lifestyle, whether it's camping, hiking, snowshoeing or kayaking," said Daniel Zepponi, President Artisan Wine Co. "We wanted to make a difference not just with the sustainable growing practices and packaging, but also beyond the world of wine by supporting environmental organizations that can help with habitat protection for real painted turtles."

"Trees are vital to our environmental health; they produce oxygen, absorb CO₂, hold soil, protect our streams, and support fish and wildlife. Between wildfires, wind storms and the Mountain Pine Beetle there are plenty of places in BC in need of trees," says Tree Canada president Michael Rosen. "It's with the generous efforts of company's like Painted Turtle, that we've been able to plant 75 million trees across Canada since 1992. We applaud their efforts for stepping forward and helping out this holiday season."

Described by the Globe and Mail's Rebecca Tay as "delicious", the wines capture the spirit of the painted turtle, which are found throughout North America sunning themselves on rocks, logs and along the shores of ponds, lakes and streams. Painted Turtle wines inspire a laid back and casual lifestyle and are reminder of the simple pleasures in life. They are available in the following varietals: Sauvignon Blanc, Semillon Chardonnay, Chardonnay, Pinot Grigio, Pinot Noir, Merlot, and Shiraz. More details on the wine and eco-initiatives are at www.paintedturtlewines.com

About Tree Canada

Tree Canada is a not-for-profit charitable organization established to encourage Canadians to plant and care for trees in urban and rural environments. A winner of the Canadian Environmental Award (2007), Tree Canada engages Canadian companies, government agencies and individuals to support the planting of trees, the greening of schoolyards, and other efforts to sensitize Canadians to the benefits of planting and maintaining trees. To date, more than 75 million trees have been planted, more than 450 schoolyards have been greened, and Tree Canada has organized 8 national urban forestry conferences. More information about Tree Canada is available at www.treecanada.ca.

About Artisan Wine Co.

Artisan Wine Co. is founded in British Columbia's world renowned Okanagan Valley. A natural extension of the Pacific Northwest wine region, the Okanagan is located approximately 300 km east of the Pacific, nestled in a rain shadow of the Coastal and Monashee mountains. The Valley is dotted with a series of lakes, which provide moderate year round temperatures, ideal for grape cultivation in the region's five sub-appellations. Our vineyards span the breadth of the 160 km Valley, which is arid and hot in the southern Black Sage/Osoyoos area and milder in the northern Kelowna region. These contribute to our extensive portfolio of fine wines. The brands range from classic and traditional to irreverent and fun. For more information please visit www.artisanwineco.ca.

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