



For Immediate Release

**Quails' Gate Winery Announces Gift to the
Nature Conservancy of Canada**

Kelowna, BC June 24, 2010 - Quails' Gate Winery is pleased to announce a \$75,000 gift to the Nature Conservancy of Canada (NCC). This gift is part of a three year commitment of \$25,000 per year and is part of Quails' Gate long-term strategy to incorporate sustainable practices that benefit the environment across the company, in the community and throughout the province.

"We at Quails' Gate celebrate innovation and the adoption of best practices as they relate to sustainability. The Nature Conservancy of Canada is a globally recognized science-based organization that has undertaken some very important work in the Okanagan Region in the past 30 years," explains Tony Stewart, CEO and Proprietor of Quails' Gate. "Our company and our family are proud to support them in their ongoing conservation and stewardship work, and through this partnership, we hope to raise awareness of sustainable practices in the wine industry."

"The Nature Conservancy of Canada is excited to be part of the Quails' Gate sustainability program and is honoured that the Stewart Family has selected NCC to be the recipient of such a tremendous gift," said Barb Pryce, Okanagan Program Manager for the Nature Conservancy of Canada – BC Region. "This initiative supports NCC's ongoing conservation work throughout the Okanagan Ecoregion and we are pleased to be working with a family that has such a strong environmental ethic."

Under Tony's leadership, Quails' Gate's executive team has spent almost five years researching and exploring the best approach to running a sustainable winery business. "We are inspired and excited about all that we have learned to date, the steps we have undertaken, and the program that will unfold across the winery. From the "green table" certification of our Old Vines Restaurant, to the implementation of water conservation measures in the vineyards, to the use of eco-glass bottles, we are actively re-thinking every aspect of our winery operation. Today's announcement takes us beyond the borders of the winery into the community and allows us to continue our learning and to share this knowledge with our families and our customers. "

About Quails' Gate

Quails' Gate Estate Winery is nestled in the beautiful Okanagan Valley. Our 125-acre Estate Vineyard, located on the shores of Lake Okanagan, is owned and operated by the Stewart Family, pioneering horticulturists in the Okanagan for 100 years. We invite you to visit us daily, year round in the Wineshop and Old Vines Restaurant for a unique taste of the Okanagan. www.quailsgate.com

About the Nature Conservancy of Canada

The Nature Conservancy of Canada (NCC) is the nation's leading private land conservation organization, working to protect our valuable natural areas and the plants and animals they sustain. Since 1962 NCC and its partners have helped to protect more than 2 million acres (800,000 hectares) coast to coast and more than 18,000 acres (7,000 hectares) in the Okanagan Ecoregion. By investing in conservation we are ensuring that our natural world remains a home for wildlife, a haven for recreation and a vital resource that cleans the air we breathe and the water we drink. Through strong partnerships NCC works to safeguard our natural areas so that our children and grandchildren will have the chance to enjoy them. www.natureconservancy.ca

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