

IS YOUR CELL PHONE KILLING YOUR LOVE LIFE? JACKSON-TRIGGS SURVEY REVEALS 95% OF WOMEN FIND TEXTING WHILE ON A DATE ANNOYING

This Valentine's Day, Jackson-Triggs challenges Canadians to unplug and uncork to bring back romance

(TORONTO – JANUARY 23, 2012) We've all been there: you're settling in to a good conversation, sipping on a glass of red, enjoying a delicious meal, then beep-beep-beep goes a cell phone and instantly the moment is lost. Not surprisingly, a recent national survey commissioned by Jackson-Triggs found 95% of participants - women between the ages of 25-54 - would feel annoyed if their date repeatedly or unnecessarily used their smart-phone. At the same time, 80% would prefer to receive a valentine message in person.

Given this frustration, Jackson-Triggs is launching a campaign that urges Canadians to do something more meaningful than text on February 14.

"We really wanted to get to the core of what Valentine's Day is supposed to be about – sharing an intimate moment with someone special," said Rich Fortin, Marketing Director, Jackson-Triggs. "We polled a selection of Canadian women and quickly realized the toll technology takes on human interaction. The message became clear: this Valentine's Day, we need to focus on face-time," said Fortin. "A phone-free quest to romance? We've got a wine for that."

To support their mission, Jackson-Triggs is awarding one lucky winner with the tools to create the ultimate Valentine's Day moment. **The Facebook contest**, which runs until February 6, includes: transportation to a Jackson-Triggs winery for a private dinner in a wine cellar, plus overnight accommodations at a five-star hotel.

Survey highlights include:

- 95% of survey participants, women between the ages of 25-54, would feel annoyed if their date repeatedly or unnecessarily used their smart-phone
- 80% of survey participants would prefer a valentine message to be delivered in person. This compares with just 2% who prefer a phone call or text message
- 2/3 of survey participants agree a bottle of wine adds romance to a date
- Half of women polled own a smart-phone

We've got a wine for that.

About Vincor Canada

Vincor Canada has a history that dates back to 1874, and has grown to become Canada's largest producer of wine. With an emphasis on quality grapes, the company has worked consistently to develop vineyards with the most sophisticated viticultural technologies, not to mention research capabilities, in the Okanagan Valley in British Columbia and the Niagara Peninsula in Ontario, which are dedicated almost exclusively to the production of European *vitis vinifera*.

Well-known brands from the Vincor Canada portfolio include Jackson-Triggs Wines, Inniskillin Wines, Sumac Ridge Estate Winery, See Ya Later Ranch, Naked Grape, Sawmill Creek, President Sparkling, Nk'Mip Cellars and Osoyoos Larose, the latter two of which are joint ventures between Vincor Canada and the Osoyoos Indian Band in the Okanagan Valley and Groupe Taillan in Bordeaux, France, respectively. Vincor Canada is a subsidiary of Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), the world's leading wine company.

About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

About The Survey

From January 11th to January 16th 2011, a national, online survey was conducted among a sample of 890 Canadian women aged 25 - 54 years, who own a smart phone or cell phone, and who are Angus Reid Forum panel members. The margin of error — which measures sampling variability — is +/- %, 19 times out of 20. The sample was balanced by age, gender and region according to the most recent census data. Discrepancies in or between totals are due to rounding.

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