

— News Release —

Mission Hill Family Estate Donates \$100,000 to UBC

Funds support BC Chapter of the Canadian Wine Library

Vancouver, BC, March 12, 2001- Mission Hill Family Estate proprietor Anthony von Mandl today announced a \$100,000 donation to the University of British Columbia's Wine Research Centre. The money will support the BC Chapter of the Canadian Wine Library. The single biggest donation to-date for the project, von Mandl, a former UBC alumnus, is very proud to support the pioneering research team led by Dr. Hennie van Vuuren.



"The British Columbia wine industry is in its infancy," says von Mandl. "As a graduate of UBC, I'm proud to be part of such an extraordinary program. The research that will take place here will have a direct impact on all of us."

The BC chapter of the Canadian wine library will house 30,000 bottles once completed, 22,000 from Canadian producers and 8,000 from the rest of the world. Part of the Centre's mandate is to study the ageing of wines produced in British Columbia. In order to do that, the wines chosen by van Vuuren and his team need to age in a temperature and humidity controlled environment. Anthony von Mandl's donation will fund the creation of a dedicated wine library. In recognition of the winery's support, the Centre's tasting room will be named after Mission Hill Family Estate.

"Anthony von Mandl is a visionary with international perspective and has been a great force in this industry, both here in BC and across Canada," says Dr. Hennie van Vuuren, Director of the Wine Research Centre. "His funding of my earlier work at Brock University demonstrates his commitment to research and development. I'm thrilled that he has decided to be part of the Centre's work."

von Mandl made the announcement at the end of a lecture where he issued a call to action in a bid to transform the Okanagan and turn it into a year round high end tourist destination for visitors from around the world.

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"For the Okanagan to realize its full potential the agri-tourism sector needs to work together," says von Mandl. "To turn the corner, we need strictly enforceable standards and the determination to speak with one voice. That's our collective challenge."

Mission Hill Family Estate is in the process of completing an extensive upgrading and expansion of its winery and vineyard estates. Currently, over 80,000 guests visit the facility. That number is expected to grow significantly with the addition of an amphitheatre, Wine and Food Interpretation Centre, 12-storey operational bell tower and majestic Bordeaux-like cellars blasted into volcanic rock.

The winery is situated in the town of Westbank, BC, in the heart of the Okanagan Valley, 400 km east of the Pacific Ocean and just north of Washington State and the US border.

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MISSION HILL FAMILY ESTATE