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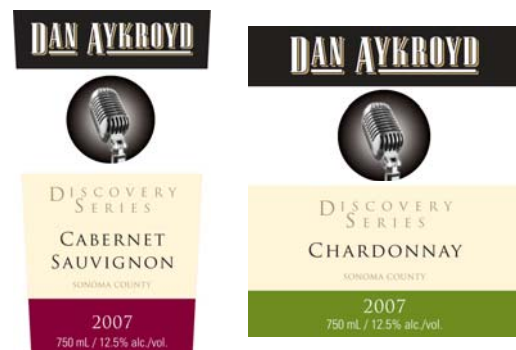
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**DAN AYKROYD TO LAUNCH HIS DISCOVERY SERIES
CHARDONNAY AND CABERNET SAUVIGNON IN THE US
WITH PREMIER RUSSIAN RIVER VALLEY WINERY
DE LOACH VINEYARDS**

***SONOMA COUNTY WINES ARE THE FIRST INTERNATIONAL EXTENSION OF THE
DAN AYKROYD DISCOVERY SERIES WINES THAT ORIGINATED IN CANADA***

Santa Rosa, California, October 1, 2008

Dan Aykroyd Discovery Series wines will officially launch in the US in December 2008, announced Murray Marshall, President and CEO of Diamond Estates Wines & Spirits, the award-winning wine and spirits agency that successfully produces and distributes Dan Aykroyd's Canadian wine.



“The US launch, in partnership with premier Russian River Valley producer DeLoach Vineyards, family-owned by Burgundy-based Boisset Family Estates, will be the first international extension of Aykroyd’s successful line of Canadian wines,” Marshall said.

Dan Aykroyd’s Sonoma County wines, the result of a casual conversation in Toronto between Aykroyd and Jean-Charles Boisset that sparked the imaginations of both, will feature a Chardonnay and a Cabernet Sauvignon produced in close partnership with the DeLoach Vineyards winemaking team. The wines will retail in the US at \$19.99 and will initially be available in California, other select Western US markets and at House of Blues locations (of which Aykroyd is a co-founder) throughout the US. A national rollout of the brand is scheduled for early 2009.

“Boisset and DeLoach Vineyards are extremely excited to partner with Dan, whose passion for fine wines married well with our knowledge of Sonoma County’s ideal *terroirs* for the style he sought,” said Jean-Charles Boisset, President of Boisset Family Estates and Owner of DeLoach Vineyards.

Aykroyd is personally involved in the selection process of all varietals being produced under his name, and carefully chose the talented DeLoach winemakers for their expertise of the best *terroirs* for Chardonnay and Cabernet Sauvignon in Sonoma County.

“I am a big fan of the wines that are coming out of the Sonoma County appellation, specifically from DeLoach Vineyards. Jean-Charles and his incredible team of winemakers consistently produce phenomenal wines to which I am proud to attach my name,” said Aykroyd.

The conversation between Aykroyd and Jean-Charles Boisset, whose family company based in Burgundy, France includes world-renowned estates with centuries of winemaking expertise, quickly suggested a shared passion for excellence in wine.

“Dan’s close involvement during the creation of these special cuvées alongside our winemaking team has borne wines that complement the unique style of each partner,” says Boisset.

Aykroyd adds: “My wines are a reflection of my lifelong passion for entertaining my friends, fans and family. Our goal with DeLoach is to produce outstanding wines that represent my entertaining lifestyle without compromising quality or value.”

Since the 2007 launch of Dan Aykroyd’s Canadian wine portfolio, which includes a Discovery Series Chardonnay, Cabernet Merlot, Sauvignon Blanc and Cabernet Shiraz, and a Signature Reserve Icewine, his wines have become Canada’s top selling celebrity-branded wine and have won several high-profile awards by wine critics and industry peers.

DeLoach Vineyards has been a preeminent producer of *terroir*-driven Pinot Noir, Chardonnay and Zinfandel in the heart of the Russian River Valley since 1975. A pioneer in sustainable, organic, and biodynamic farming, the winery’s mission is to produce exceptional wines that spotlight the singular personality of the Russian River Valley in a socially responsible, environmentally sensitive way. To further its commitment to the environment, the winery received organic certification in 2008.

In late 2003, DeLoach Vineyards was purchased by Boisset Family Estates, an innovative, eco-minded, family-owned producer and importer of fine wine and spirits. With roots in Burgundy, France, wineries on two continents and a U.S. office in California, Boisset is a leading producer of Pinot Noir and one of France’s top exporters of premium wines. To learn more about DeLoach Vineyards and Boisset Family Estates, please visit www.deloachvineyards.com or www.boissetfamilyestates.com.

Diamond Estates Wines & Spirits Ltd. is an award-winning wine and spirits distribution and marketing agency for various international brands across Canada. Since inception, the company has grown to become one of Canada's top agencies representing some of the most compelling domestic and international beverage alcohol brands in today's marketplace.

For more information about Diamond Estates Wines & Spirits, please visit www.diamondwines.com. For more information about Dan Aykroyd wines, please visit www.danaykroydwines.com.