

July 7, 2010

Dear NOVA 7 Enthusiast,

NOVA 7 RECALL - Purchases at Bishop's Cellar, Premier Wine & Spirits and Vin Art

Benjamin Bridge continues to implement a product recall on a small portion (170 cases) of its 2009 vintage of NOVA 7 sold in May and June 2010 to Bishop's Cellar, Premier Wine & Spirits, Vin Art (Harvest Wines and Spirits) and several customers who purchased directly from Benjamin Bridge due to a risk of bottles exploding. The 2009 NOVA 7 sold to the NSLC and Cristall & Luckett Wine Merchants is unaffected and perfectly safe.

While consuming the wine is not harmful, we have had continued reports of several bottles exploding. This poses a serious safety concern and, for this reason, we do not want any recalled wine remaining in the hands of consumers. No injuries have been reported, but we urge any consumers that still have unopened bottles of 2009 NOVA 7 purchased at Bishop's Cellar, Premier Wine & Spirits, and Vin Art to contact us directly. We ask that you refrain from transporting these bottles to the wine stores as this increases the safety risk.

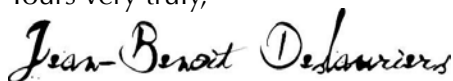
For your safety, please do not handle any bottles yourself and do ensure that people are kept away from unprotected bottles. Please contact us at 902-542-1560 or wines@benjaminbridge.com and a member of the Benjamin Bridge team will come pick up the wine and provide a full refund.

The affected wine displays cloudiness and excessive effervescence and this can occur within a very short period of time, even overnight, especially during hot summer weather. These problems have arisen because we deliberately choose not to use strong chemical preservatives and stabilizers that will diminish the delicacy and freshness of flavour that our growing circle of customers has come to appreciate.

While we have a reasonable belief that most of the wine that could be affected has already been consumed, we want to ensure that there are no remaining bottles in the public that could pose a risk.

We sincerely apologize for any inconvenience. At Benjamin Bridge, our priority is to ensure our customers safety. We strive to craft premium quality wines that are beautiful expressions of the land. To this end, we employ the most natural and gentle of winemaking methods, consistent with quality standards for leading makers of premium quality, fine wines around the world. We remain committed to producing internationally acclaimed wines that celebrate our local terroir and will continue to demand the highest standards in winemaking.

Yours very truly,



Jean-Benoit Deslauriers,
Jean-Benoit Deslauriers,