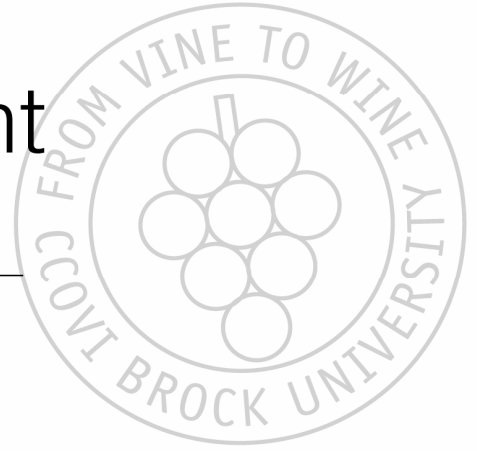




Public Service Announcement

Cool Climate Oenology and
Viticulture Institute (CCOVI)



February 28, 2007

For Immediate Release

Re: **Bacchus Website Ready to Receive On-line Registrations**

The time for the third bi-annual and international interdisciplinary Bacchus at Brock Conference is growing near and the Bacchus website is now ready to receive your on-line registration. As this is the wine conference not to be missed, mark your calendar for June 7th, 8th, and 9th, 2007, get on-line at www.brocku.ca/bacchus and click “Register Now” in the upper right of the headline banner.

Don't miss this conference. Highlights of the 2007 Bacchus at Brock include:

- Three disciplinary tracks of Science & Technology, Business and Culture featuring distinguished speakers like:
 - Dr. Hildegard Heymann, Professor of Enology and Sensory Science, University of California at Davis
 - Dr. David Howes, Department of Anthropology, Concordia University, Montreal
 - Dr. Isak (Sakkie) Pretorius, Managing Director of The Australian Wine Research Institute
 - Antonio Rocha-Graca, Director of ADVID, Enologist, Research and Development, SOGRAPE Vinhos, S.A. Portugal
 - Dr. Dominique Valentin, Centre Européen des Sciences du Gôut and University of Burgundy, France
- Afternoon integrative sessions on Wine and Food, Regional Exploration (Niagara and Napa), and the Language of Wine
- Experience Niagara East and West Dinners – 2 evenings of magnificent food and wine events at eight spectacular sites in Niagara (optional)
- Closing the conference will be the most talked about event of the year: “Party the Night Away” Dinner and Dance in the Vineyard and Under the Stars – featuring both live music and food with memorable “local flavours” – this will be a true Bacchanalia!

You may choose the full conference package (three days) with the optional Experience Niagara Dinners, down to a single day attendance. The on-line registration is easy to navigate and the both payment options (cheque or on-line credit card) are available. Credit card transactions are processed through Moneris Secure On-line Payments. We'll see you at Bacchus! www.brocku.ca/bacchus

For any further inquiries please contact David Hulley, Grape and Wine Industry Liaison and Communications, CCOVI, Brock University. 905-688-5550 ex. 5222 dhulley@brocku.ca