

Paul Thomas, Executive Director
Seneca Lake Wine Trail
Bus: (607) 535-8814
Email: paul@senecalakewine.com

www.senecalakewine.com

FOR IMMEDIATE RELEASE

11/16/2007

SENECA LAKE WINE TRAIL INTRODUCES THE POLAR PASSPORT

This new product is an affordable, fun way for customers to enjoy the wineries during the best time of year: the off season!

Watkins Glen, NY – The Seneca Lake Wine Trail is introducing its newest product, the Polar Passport, starting December 3, 2007. Similar in conception to the Trail's wildly popular Riesling to Visit Passport, for only \$10 plus tax this cute little booklet will enable bearers of the Passport to enjoy a complimentary flight of tastings at 24 participating wineries anytime during the 4+ month duration of the Passport.

Observed Paul Thomas, executive director of the Seneca Lake Wine Trail, "Counter intuitive as it may seem on the surface, the off season is truly the best time of year for fans of our wines to visit the Trail. Sure, summers on Seneca Lake are beautiful, and the fall season gorgeous. But during those times of year key employees- owners, winemakers, vineyard managers, etc. - are all extremely busy with their core business: the growing, harvesting and processing of world class grapes. During the off season these highly knowledgeable people are much more accessible, with fewer chores distracting them, and fewer customers demanding their attention. Truly, the winter months, as known by industrious insiders for decades, is the very best time of year to visit the wineries and learn about our wines."

While the winter months can sometimes bring heavy snowfalls to Western New York State, the same temperature buffering effect provided by Seneca Lake that makes it a great place to grow grapes, simultaneously helps the region to oftentimes avoid the worst snowfalls.

Customers can acquire Polar Passports either online at www.senecalakewine.com, or purchase them at most of the participating wineries. Passport in hand, customers can then visit the wineries anytime between December 3, 2007 and April 13, 2008, get their Passport stamped by winery staff, and receive a complimentary, standard flight of wines.

(please see next page)

The award-winning wineries participating in this newly conceived program are as follows: Amberg Wine Cellars, Belhurst Winery, White Springs Winery, Fox Run Vineyards, Red Tail Ridge Winery, Seneca Shore Wine Cellars, Anthony Road Wine Company, Prejean Winery, Torrey Ridge Winery, Earle Estates Winery & Meadery, Hickory Hollow Wine Cellars, Glenora Wine Cellars, Fulkerson Winery, Rock Stream Vineyards, Lakewood Vineyards, Cascata Winery at the Professors' Place, Atwater Estate Vineyards, Red Newt Cellars, Leidenfrost Vineyards, Hazlitt 1852 Vineyards, Tickle Hill Winery, Penguin Bay Winery & Champagne House, Wagner Vineyards, Ventosa Vineyards
Customers interested in acquiring Polar Passports are advised to do so sooner than later, as only a limited supply will be printed.

For more information on the Seneca Lake Wine Trail, its member wineries, or the Polar Passport, please call the Trail at 1-877-536-2717 or visit their comprehensive website at www.senecalakewine.com.

ENDS