



Hidden Bench Vineyard & Winery is bullfrogpowered™

Renowned for superior wines and sustainable agricultural practices, distinguished Niagara region vineyard chooses renewable energy from Bullfrog Power™

Toronto, September 28, 2005 - Bullfrog Power, Ontario's first 100 % green, EcoLogo^M-certified electricity retailer, announced today that Hidden Bench Vineyard & Winery has become bullfrogpowered. By switching to Bullfrog Power, Hidden Bench is demonstrating its commitment to support clean, renewable power sourced exclusively from pollution-free and low-impact hydro generators that meet or exceed the Federal Government's Environmental Choice^M Program EcoLogo^M standard.

Hidden Bench Vineyards & Winery was founded in 2003 by Harald Thiel with the vision of producing world class wines exclusively from grapes grown in Hidden Bench's own vineyards. Thiel's belief that superior wines start in the vineyard with great terroir has led the winery to focus exclusively on the Beamsville Bench area of the Niagara Escarpment. The winery currently has two vineyards situated on the middle bench in Beamsville. The 33-acre Locust Lane Vineyard, acquired in the Spring of 2003, was planted in 1998 and has been producing excellent quality fruit and wine since 2002.

Thiel is also implementing state-of-the-art practices to minimize the environmental impact of his winery, including implementing sustainable agricultural methods; recycling winemaking byproducts; using geo-thermal energy for heating and cooling required in the winemaking process, and to heat and cool the building; and now switching his winery to become bullfrogpowered.

"We're committed to developing superior wines in the most environmentally responsible manner possible. Our cultivation and fermentation techniques are renowned for resulting in distinguished wines, while minimizing ecological impacts, conserving energy and relying on renewable power sources," said Harald Thiel, Founder and Managing Director of Hidden Bench. "We are proud to become the first vineyard in the Niagara region to be bullfrogpowered – a decision that is in harmony with our belief in sustainable agriculture."

"We're thrilled that Hidden Bench has decided to become bullfrogpowered," said Tom Heintzman, President, Bullfrog Power. "The vineyard is a preeminent example of a company that has embedded sustainability into its everyday practices to help preserve our environment while at the same time producing the highest quality products."

– more –

www.bullfrogpower.com



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Visit Hidden Bench Vineyards & Winery on the web at www.hiddenbench.com.

About Bullfrog Power

Bullfrog Power™ is a 100% green electricity retailer in Ontario that sources electricity exclusively from wind and low-impact water power producers who meet or exceed the federal government's EcoLogo^M standard for renewable energy. Bullfrogpowered™ customers' electricity dollars support clean, renewable electricity from producers who are displacing polluting and CO₂-emitting electricity on the Ontario grid. Bullfrog Power has pledged 10% of company profits to organizations that promote sustainability. Visit Bullfrog Power on the web at www.bullfrogpower.com.

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