



FOR IMMEDIATE RELEASE

Bill and Marilyn Redelmeier of Southbrook Vineyards in Niagara have been selected to present Bioflavia™, a natural health product made from organic red wine skins that contains high levels of antioxidants, on an upcoming episode of **Dragons' Den**, airing **Wednesday, March 7, 2012** at 8 p.m. (8:30 p.m. in NFLD) on CBC Television.

If you would like to speak to Bill Redelmeier about his experience pitching Bioflavia™ to the Dragons, or to request a sample, please contact Robert Egli, Director of Sales and Marketing, at (416) 402-1136 or robert@southbrook.com <<mailto:robert@southbrook.com>> .

Southbrook Vineyards' Bioflavia™ to be Featured on CBC's The Dragons' Den on March 7 at 8 p.m.

Niagara-on-the-Lake, Ontario (February 13, 2012) – Bioflavia™ Organic Grape Skin Powder produced by Southbrook Vineyards makes its debut on CBC's The Dragons' Den on Wednesday, March 7 at 8 p.m. (8:30 p.m. in NFLD). The Dragons' Den features aspiring Canadian entrepreneurs who pitch their business ideas and products to five Dragon investors in the hopes of snagging an investment deal. The CBC show is one of the highest rated national television series in Canada appealing to a wide audience of consumers, business people and venture capitalists.

Bioflavia™ is an innovative health product that was created to deal with pomace, or wine waste. It's made from the dried and crushed skins of red grapes from organic vineyards in Niagara and contains very high levels of powerful antioxidants. The Bioflavia™ segment features Bill and Marilyn Redelmeier, co-owners of Southbrook Vineyards, and Robert Egli, Bioflavia's Director of Sales and Marketing. Entering the Dragons' Den can be an intimidating experience, but the Redelmeiers, who aren't at liberty to disclose the outcome of the show, are excited to report, "It went well!"

Companies that have successfully pitched products on the show experience dramatic increases in brand recognition, consumer awareness and retail sales, says Bill Redelmeier. "In speaking with past participants who have been on the show, it's clear The Dragons' Den can be a real 'game-changer' for all stakeholders," he adds. "We're very hopeful the exposure of Bioflavia™ on such a high-profile show will bring new consumer awareness to such an unique health product."

Bioflavia™ grape skin powder, available in 300g canisters, was launched in spring 2011 and is sold in over 150 natural health and fine food stores across Canada. A smaller 150g canister size will be introduced this spring along with Bioflavia™ grape seed oil, the first organic grape seed oil produced in Canada.

Internationally, Bioflavia™ will soon be distributed throughout Singapore and Indonesia. Export strategies are also being developed for the United States and the EU with a market launch expected later in 2012. In addition, several Canadian and international companies have expressed interest in using Bioflavia™ as a health-promoting supplement in a variety of commercially produced food products to enhance their nutritional values.

Bioflavia™ products are distributed nationally by Purity Life Health Products, the largest distributor of natural health products in Canada. For more information and an updated list of stores where Bioflavia™ is sold, go to www.bioflavia.ca <<http://www.bioflavia.ca>> .

About Southbrook Vineyards:

Southbrook Vineyards is located in the heart of the Niagara Wine Region in Ontario. The winery strives to serve as a model for the industry of what is possible in Ontario and around the world in producing exceptional wines while minimizing its footprint on the planet. Southbrook received organic certification of its vineyard and winery from Pro-Cert in 2008. The same year, Demeter Canada certified the winery and vineyard as Biodynamic, making Southbrook the first Biodynamic winery in Canada.

Southbrook Vineyards is located at 581 Niagara Stone Road, Niagara-on-the-Lake. Tel: 905.641.2548.

www.southbrook.com <<http://www.southbrook.com>>

-30-

To request an interview with Bill Redelmeier of Southbrook Vineyards, for more information about the nutrient profile of Bioflavia™, to receive review samples or for jpeg photos, contact:

Robert Egli, Bioflavia Director of Sales and Marketing, (416) 402-1136; robert@southbrook.com
<<mailto:robert@southbrook.com>>

If interested in speaking to any of the Dragons or host Dianne Buckner, contact Erin Richards at Veritas Communications, (416) 955-4592; richards@veritascanada.com.