

## **Cuervo Launches Pro Beach Volleyball Series to Connect with Consumers**

The Cuervo brand will launch the Jose Cuervo Pro Beach Volleyball Series this summer to re-connect not only with fans but also with Cuervo's history of helping build professional beach volleyball into a spectator sport. The series offers an opportunity for Cuervo to re-establish and reinforce the intense yet carefree lifestyle of the brand.

Title sponsorship of the series has enabled Cuervo to secure key marketing venues. The Cuervo brand name will be included in all references to the series and all usages of the logo, including usages by other official partners, and with the series sanctioned by USA Volleyball (USAV). All Olympic Trials and Olympic hopefuls must compete in the Cuervo series to qualify for the 2012 Summer Games in London.

Backing of the series by IMG, the global sports, fashion and media business, will also help the brand take the matches from sporting events to lifestyle events fit for Jose Cuervo. IMG, USAV and Cuervo plan to turn up the fan energy through unique, breakthrough activation, attractions, sponsor activations, hospitality programs and more in order to build a Cuervo lifestyle festival as a backdrop for each tournament.

The brand will also support each event with on-premise promotional activity, off-premise displays and breakthrough PR, TV, radio and print to connect with consumers and build affinity in proven beach volleyball markets.

Events scheduled for the 2011 season are:

- Cuervo Series Shootout, Milwaukee, WI, July 22-24
- Cuervo Series Manhattan Beach Open, Manhattan Beach, CA, August 26-28
- Cuervo Series, Miami Beach, FL, September 16-18
- Cuervo Series National Championships, Hermosa Beach, CA, September 23-25.

The inaugural series is slated to expand in 2012 to include at least seven events in the US, and Cuervo will announce additional cities and events for 2012 later this year.