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FOR IMMEDIATE RELEASE

MEJOR TEQUILA COMPANY BRINGS MODERN LUXURY TO TEQUILA

Los Altos, CA - The Mejor™ Tequila Company, LLC (MTC) introduces its luxury line of upscale tequilas, crafted to deliver unsurpassed quality and sophistication. We are pleased to report that this excitement has created a buzz in the fine spirits industry and with luxury spirit connoisseurs alike.

The art of cultivating premium quality (*weber*) blue agave has been in the founders' family since the mid 1900's. Our Penilla family estate fields are located in the prime los Altos de Jalisco region - known for its rich red soils and tame arid microclimate. Exclusive access to family estate blue agave permits hand-selection of each agave plant used in each micro-batch production. Agave requiring time to mature is not harvested until ready. Other producers cannot match Mejor's process, as common practice requires the harvest of entire fields - which include agave of all grades.

Building a great brand requires the assembly of talented people. Mejor's team includes master distiller Igr. Marco Cedano Nuñez, who perfected his talents making world famous *Don Julio*™ tequilas. In joining Mejor, Igr. Cedano Nuñez was challenged to continue to perfect his art, and to produce the smoothest tequila yet.

- Mejor *Blanco* tequila is as pure and fresh as it gets. Mejor's *Blanco* tequila, with its naturally smooth taste is perfect for sipping, shots, or mixing with traditional fruit blends. Traditional margaritas with Mejor *Blanco* will taste clean, fresh and crisp.
- In Mejor *Reposado* tequila, the extra time in the barrel helps bring out a mellow caramel taste, with touches of citrus, making the tequila perfect for sipping, mixing with sparkling water and lime, or showcased in sophisticated cocktails.
- Mejor *Añejo* tequila has darker rich tones from the extra barrel time, and exudes tame aromas of vanilla, chocolate, and caramel, which are sure to please even the most discriminating connoisseurs.
- Mejor will also launch Mejor *Pink* tequila, which is Mejor's 100 % blue agave *Blanco* tequila accented with a fresh natural fruit flavoring. *Pink* aims to please non-traditional tequila drinkers.

Mejor™ is a licensed California Importer and Wholesaler. Our tequilas will be available mid summer 2008. Contact MTC for specials during our pre-release sale.

Experience Mejor™ tequila, and take the ultimate step into *modern luxury*.

END - April 29, 2008