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FOR IMMEDIATE RELEASE

MEJOR TEQUILA – HOTTEST TEQUILA TO HIT US MARKET

Los Altos, CA - After much anticipation, the Mejor[®] Tequila Company, LLC (MTC) officially launched in the U.S. in November 2008, providing the most refined and luxurious tequila available to date – a true *modern luxury tequila*. The trendsetting packaging, superior quality and unique smoothness of Mejor[®] tequila has propelled Mejor[®] into a Top-10 tequila on tequila connoisseur mainstay Tequila.net. As a result, Mejor[®] tequilas have secured prominent placement in many restaurants, bars, lounges, retail stores, and spirits establishments, with growing demand.

Mejor[®] tequila is presented in a luxurious package, including a custom-designed bottle resembling fine crystal, wrapped in a sophisticated yet understated label, and topped with an embossed chrome cap. More important, however, is the revolutionary tequila contained inside Mejor's fabulous packaging.

Mejor[®] tequilas are produced from 100% blue agave, hand-selected at peak maturation from MTC's patriarchal estate lands in los Altos de Jalisco, Mexico. Made in micro-batch quantity, it is apparent that every conceivable production parameter is carefully controlled to ensure that each drop of Mejor[®] tequila is fashioned to perfection by MTC's world-renowned master distiller Igr. Marco Cedano Nuñez. To signify this unsurpassed level of quality, each bottle of Mejor[®] tequila carries a unique authentication badge numerically identifying batch and bottle. Tequila connoisseurs are voicing their opinion that Mejor[®] tequilas are a true work of art.

Tequila Types and Tasting Notes

- Mejor[®] **Blanco** 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.
- Mejor[®] **Reposado** and Añejo start from the same base of ultra smooth 100% agave Blanco Tequila, so the aging process only enhances the flavors, aromas and notes of pure 100% blue agave nectar.
- Mejor[®] **Añejo** 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 of fine spirits.
- Mejor[®] **Pink** is a chic presentation of Mejor's fabulous Blanco tequila. Made from hand-selected 100% blue agave, Pink is dressed up with a vibrant pink hue and stylish contemporary packaging to exude a sophistication that complements the ultra-smooth superior quality of Mejor's tequila.

PURCHASE INFO:

Mejor[®] tequilas are available throughout California, and through online retailers for out-of-state orders. Wholesale orders are placed exclusively through MTC. Visit mejortequila.com.

END - December 19, 2008