TECATE PRESENTS THREE MONTHS OF BOXING EXCITEMENT "FOUR THE FANS" *CON CARÁCTER*

Boxing Enthusiasts Will Celebrate Four Marquee Bouts with Variety of Promotions and Events Nationwide

NEW YORK (March 4, 2011) – Tecate , *cerveza con carácter* and long-time supporter of boxing, is heating up the ring with numerous events and promotions designed "four the fans" to celebrate the sport from March to May. In collaboration with Golden Boy Promotions and Top Rank, Tecate will provide a unique experience to aficionados surrounding Saul "Canelo" Alvarez vs. Matthew Hatton on March 5; Ricardo Mayorga vs. Miguel Cotto on March 12; Marcos Maidana vs. Erick Morales on April 9; and Manny Pacquiao vs. "Sugar" Shane Mosley on May 7.

"During the last five years, we have been witnesses to the fall of legends and the rise of new heroes on the ring. Throughout it all, we have been privileged to be part of boxing fans' celebrations of their favorite athletes regardless of whether they watch the fight at the arena or at home," said Felix Palau, vice president of marketing for Tecate. "We're excited to once again celebrate the *carácter* of the sport and these talented boxers by making this season truly about the fans."

On March 5, the season kicks off in Los Angeles with an encounter between Mexican boxing sensation Saúl "Canelo" Alvarez and Matthew Hatton at the Honda Center in Anaheim, Calif. As part of the celebrations, Tecate will provide an inside look into the fight through its

newly-launched Facebook page, www.Facebook.com/TecateBoxing . The site, open to all boxing fans 21 and older, will be updated regularly with the latest news, photos and videos surrounding the pugilistic sport and its fans
con carácter.

March 12 marks the date when Ricardo Mayorga will challenge Miguel Cotto at the MGM Grand in Las Vegas. “Four the fans” planning to watch the fight at home, Tecate will offer adults 21-and-older up to $20 off the Showtime Pay-Per-View event with the purchase of Tecate or Tecate Light 12-pack or larger. Additionally, fans will have the opportunity to meet some of the most prolific fighters at autograph sessions and channel their inner boxer with interactive games as they pose alongside brand ambassadors Chicas Tecate to celebrate in victory.

A few weeks later on April 9, Argentinean Marcos Maidana will face Erick Morales at the MGM Grand in Las Vegas. As primary sponsor of the fight, Tecate will make it easier than ever for fans to create the ultimate viewing party at home with a $25 mail-in rebate discount off of the HBO Pay-Per-View event, and instant discounts on snacks like Barcel products with the purchase of a 12-pack or larger of Tecate or Tecate Light. “Four the fans” that prefer to watch the fight at their favorite restaurant or bar, Tecate will host viewing parties at select locations throughout the west coast which will include interactive games, giveaways and more.

Tecate will continue to pump up the excitement through May 7 when Manny Pacquiao fights “Sugar” Shane Mosley at the MGM Grand in Las Vegas. At retail, adults will be able to purchase commemorative 24oz Tecate cans featuring images of both boxers, and pick up a $25 mail-in-rebate on the Showtime Pay-Per-View event, a $10 mail-in-rebate with the purchase of a 750ml bottle of el Jimador Tequila, and other discounts on snacks with the purchase of a 12-pack or larger or Tecate or Tecate Light. Additionally, at select Las Vegas grocery and convenience stores, fans will be able to win tickets and become part of the fight

night celebration at the Tecate Red Zone, participate in virtual training sessions with some of today's most recognized boxing trainers, and pose for commemorative pictures with the Chicas Tecate.

During the Maidana vs. Morales and Pacquiao vs. Mosley fight weeks in Las Vegas, Tecate will also host a series of autograph sessions with top boxers, live shows by radio personality Piolín, and a VIP consumer area open to those who participate in a text-to-win promotion.

For additional details on Tecate's retail and fight week promotions or to speak with a Tecate representative about the brand's long-time support of boxing, please contact FORMULATIN at (212) 219-0321. For eligibility details and regulations surrounding the PPV mail-in rebates and other offers, visit www.Tecate.com and "like" us on Facebook, www.Facebook.com/TecateBoxing .