

Tecate Offering Rebate To Pacquiao-Marquez III

Written by The Sweet Science
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TECATE HELPS FANS CELEBRATE THE PACQUIAO-MARQUEZ "THRILLOGY" ON NOV. 12

Campaign Includes PPV Discounts, Ticket Promotions and Chicas Tecate Appearances

NEW YORK (October 25, 2011) - Tecate, cerveza con carácter and long-time supporter of boxing, is launching a nation-wide campaign to celebrate the third chapter of an exciting and controversial "thrillology" between two of the biggest pugilistic stars in recent years: Manny Pacquiao and Juan Manuel Marquez. To ensure adult fans have access to the character of the November 12 HBO Pay-Per-View event, the brand will offer them special promotions and activities, whether they're watching the fight at home or live at the MGM Grand Garden Arena in Las Vegas.

Aficionados 21 and older across the nation will have the chance to save up to \$25 off of the HBO PPV event, with the purchase of a Tecate or Tecate Light 12-pack or larger (where legal). To confirm eligibility and download the rebate form, adult fans can visit the "Cupón Carácter" tab of www.Facebook.com/TecateBoxing. For those planning a viewing party at home, Tecate will be offering them additional in-store and mail-in-rebate discounts on snacks and tequila at participating grocery, convenience and liquor stores, which will be blanketed with thematic posters and displays.

"Throughout their careers, Pacquiao and Marquez have inspired millions of fans with their character, determination and talent exhibited on and off the ring. We're certain that they will do so again on November 12, during a match that has been highly anticipated by their followers around the world," said Felix Palau, vice president of marketing for Tecate. "Tecate is excited to play a role in this important moment in pugilistic history and give fans an opportunity to personally see how this 'thrillology' ends."

Adults planning to be in Las Vegas for the fight can be a part of Tecate's celebration of carácter by participating in texting promotions for a chance to win tickets and seat upgrades to the event. Additionally, they will be able to take advantage of special fight night specials on Tecate and Tecate Light purchases at select MGM Grand bars and lounges, and pose for pictures with brand ambassadors Chicas Tecate.

In the weeks leading up to Pacquiao vs. Marquez III, the Tecate Boxing Facebook page (www.Facebook.com/TecateBoxing

) will also be updated with the latest news, photos and videos related to the event, providing fans the perfect venue con carácter to share their thoughts and expectations on the fight.

For additional details on Tecate's sponsorship of Pacquiao vs. Marquez III, or to speak with a Tecate representative about the brand's long-time support of boxing, please contact FORMULATIN at [\(212\) 219-0321](tel:2122190321). For eligibility details and regulations surrounding the mail-in

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