

July, 2010

PATRÓN TEQUILA PREMIERES AT HENLEY FESTIVAL

THE WATER PAVILION FLOATING BAR 7th – 11th JULY 2010

Patrón, the ultra premium white spirit is proud to announce that it will be the sole spirit served at the newly renovated Water Pavilion floating bar, debuting at the 2010 Henley Festival. This exciting partnership sees Patrón taking over the bar within the newly redesigned Water Pavilion, one of the most coveted spots at the festival. Together this will create the perfect summertime combination of Patrón cocktails and live music.

Consumers will enjoy an array of bespoke Patrón Silver and Patrón XO Café cocktails created especially for the festival, including the Mojito, Espresso Martini, Margarita (on-the-rocks) and the El Diablo. To compliment the cocktail collection visitors can also sample the ultra premium white spirit Patrón Silver, served simply on the rocks with a wedge of lime or as a long drink mixed with Pomegranate or Cranberry juice.

Henley Festival sees 30,000 guests over the five-day period and showcases a range of musical entertainment, from Will Young to Nigel Kennedy. Since the festival launched over 25 years ago, the two-tier Water Pavilion floating bar has become a regular feature, offering the ultimate location to sit and admire the views of the river whilst soaking up the unique atmosphere.

Patrón at The Water Pavilion floating bar is simply the perfect way to relax and enjoy the stunning setting on a glorious summer evening, before or after a performance with delicious Patrón Tequila cocktails.

With this partnership Patrón continues its global charitable giving incentive and is proud to be supporting Henley's educational programme, SHOUT!

-ENDS-

For further information or images, please contact Exposure:

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Notes to Editors

Patron Tequila

Patrón Silver is a crystal clear white spirit made from 100 per cent blue agave, heralding from its atelier makers who have years of distillery expertise. Each batch of the agave – a member of the lily family – is tasted to ensure quality and the whole process is overseen by the watchful eye of Patrón's Master Distiller, Francisco Alcaraz, the industry's 'Godfather of Tequila'. Once completed, each Patrón Silver bottle is hand-polished and completed with a green ribbon.

Patrón is stocked in leading bars and clubs, Michelin starred restaurants and 5-star hotels within the UK.

UK nationwide retail stockists include: Waitrose, Selfridges, Harvey Nichols, and other fine wine & spirit outlets.

Henley Festival

Since first setting up home along the banks of the Thames over 25 years ago, Henley Festival has established itself as a unique festival experience, bringing together world class musicians, performers and artists over five days in one of England's most beautiful settings. A festival of style and substance, Henley's showcase spans classical, rock, pop, jazz, opera and folk music, with our headline acts gracing Henley's famous floating stage. Show-stopping visual art and dance, comedy from leading performers and the finest cuisine ensure that the music is not the only thing that makes Henley unforgettable.

SHOUT!

SHOUT! Was started in 2001 as a way of introducing young people in the Henley area to a wider range of the performing arts. Each academic year a company working within a different performing discipline is based in the local area working with young people to develop their performing skills.