



**FOR IMMEDIATE RELEASE**

**CABO WABO® TEQUILA EXPANDS 2012  
LINEUP FOR “YOUR SHOT TO ROCK™” CAMPAIGN TO TEN CITIES**

*The Original Rock ‘n Roll Tequila Adds New Markets to Third Year  
of the Signature Emerging Band Search*

**SAN FRANCISCO (April 24, 2012)** – [Cabo Wabo®](#), the original Rock ‘n Roll tequila, announced the new lineup for the third year of its annual “[Your Shot to Rock™](#)” band search competition. Every year from Cinco de Mayo through the Fourth of July, Cabo Wabo Tequila partners with the top rock radio stations in the US to find the best unsigned rock bands across the country. For 2012, Cabo Wabo Tequila is proud to partner with The World Famous KROQ in Los Angeles, WAAF Boston’s Rock Station, 97.1 The Eagle in Dallas, KBPI Rocks the Rockies in Denver, 91X in San Diego, Q104.3 New York’s Classic Rock, Project 9-6-1 in Atlanta, 107.7 The End in Seattle, KUPD Arizona’s Real Rock in Phoenix and 100.7 WMMS Cleveland’s Rock Station.

“Your Shot to Rock has been a great way for us to support local rock talent and expand our Cabo Wabo fan base,” said Umberto Luchini, Head of Marketing, Campari America. “For our third year, we are really blowing the doors off to find the best unsigned, up-and-coming bands in America that are truly ready to rock.”

“Local radio is still the best way to break a new rock band and it’s hard for bands to get air time,” said Kat Corbett, Host of the “Locals Only” show on The World Famous KROQ. “I’ve been working with Cabo Wabo for three years on Your Shot to Rock and it has been incredibly well received by the rock music community. We put new bands in the spotlight while getting to throw back a few shots. It’s a win-win for everyone!”

In 2011, more than 1,000 bands registered to compete with more than 100,000 consumers casting votes in seven different markets. For 2012, Cabo Wabo plans to grow the campaign even further with bands in ten markets competing for a chance at stardom with prizes ranging from an opening spot for nationally touring rock acts, to a chance to have a live performance on the air of their local radio station, to playing the main stage at festival shows in front of more than 20,000 fans. In addition to the on-air radio components for the campaign, Cabo Wabo works with each of the stations to promote the participating bands online and through social media. Radio stations will host more than 40 on-premise

Cabo Wabo events throughout the program where tens of thousands of legal-drinking age consumers will be able to sample the finest tequila in the world.

Follow all the action for Your Shot to Rock at [yourshottorock.com](http://yourshottorock.com) or become a groupie at [facebook.com/cabowabo](https://facebook.com/cabowabo).

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### **About Cabo Wabo Tequila**

Cabo Wabo Tequila was originally created by Sammy Hagar to have a superior tequila to serve his friends at his Cabo Wabo Cantina in Cabo San Lucas, Mexico. Cabo Wabo is made from 100-percent Weber Blue Agave and comes in three marques including Blanco, Reposado, and Añejo. It is acknowledged as one of the finest tequilas in the world and won a Double Gold Medal at the 2011 San Francisco World Spirits Competition.

While Campari America's parent company, Gruppo Campari, took ownership of Cabo Wabo Tequila in 2008, Sammy Hagar remains intimately involved in Cabo Wabo Tequila as its spokesperson and inspirational founder.

### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates Gruppo Campari. At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of The Glenrothes® Single Malt Scotch Whisky, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and

[www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **About Gruppo Campari**

Davide Campari-Milano S.p.A., together with its affiliates ("Gruppo Campari"), is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#), Carolans, [SKYY Vodka](#) and [Wild Turkey](#) stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [Camparisoda](#), Cynar, Frangelico, [Glen Grant](#), [Ouzo 12](#), [X-Rated Fusion Liqueur](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella&Mosca and Teruzzi&Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,200 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. [www.camparigroup.com](http://www.camparigroup.com).

More information on the company can be found at  
<http://www.camparigroup.com/en/group/main.jsp>

Media images are available at  
[http://www.camparigroup.com/en/press\\_media/image\\_gallery/campari\\_download.jsp](http://www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp)

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