

PRESS RELEASE

GREAT NEW DISCOUNTS ON CANNERY ROW

Hotels, Restaurants and Specialty Stores Offer Over \$1500 in Savings

MONTEREY, Calif. – April 21, 2009 – What a better time to rediscover the historic Cannery Row - 68 stores and over \$1,500 of discounts have been compiled for Cannery Row's Book of Savings 2009. Whether you haven't had the chance to visit the new IMAX or sip wine at the Scheid Vineyards Wine Lounge, this is your opportunity to take a vacation in Monterey's favorite waterfront playground.

Topping the list of savings are some of our favorite places:

Schooners, Whaling Station, The Sardine Factory and The Fish Hopper are all offering either 50% off discounts, free appetizers or perfectly priced drinks. Also included in the Book of Savings are Bubba Gump Shrimp Co., El Mariachi, the C restaurant + bar, The Chocolate Factory, plus many more.

After you're done treating yourself to a delicious meal, you can either pamper yourself with the deals at the Vista Blue Spa, Energia Spa or GG's Salon & Spa, discover the IMAX with half priced tickets or shop the day away with discounts on the outlets and other stores lining Cannery Row. If there's time, play a round of golf at Ocean's 18 Blacklight Miniature Golf or take the kids to Smiley Orca Face Painting.

If you're thinking about making your trip a real vacation, Monterey Plaza Hotel & Spa along with three other hotels are offering 50% off your third night stay.

And finally, what would Cannery Row be without its many delicious wineries? Baywood Cellars and Bargetto Winery are offering 50% off your second bottle of wine and Scheid Vineyards Wine Lounge and Taste of Monterey have discounts on wine tasting.

What other deals are in the Book? You'll have to get one to find out, but we can promise that you won't be disappointed. All offers are good through 12/31/2009. To get your Book of Savings 2009, call 831.657.6488 or visit www.canneryrow.com to find a list of the places where you can pick up a copy.

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About Cannery Row

Cannery Row in Monterey, California, was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.