

PRESS RELEASE

FOR IMMEDIATE RELEASE

12TH ANNUAL "RACE NIGHT ON THE ROW" REVS UP ON CANNERY ROW JULY 4TH

Motorcycle Fans To Get the Party Started at Monterey's #1 Spot for Night Life!

MONTEREY, Calif. – June 25, 2008 – Race Night on the Row is back for its 12th year along the Cannery Row waterfront, located in Monterey, California. After a day at the Red Bull U.S. Grand Prix at Mazda Raceway Laguna Seca, motorcycle enthusiasts from around the world will come together to celebrate at the area's most popular after party on Cannery Row, known for its endless fun and entertainment. Once the row is filled with bikes, the party begins.

Motorcyclists, and those who share an appreciation for bikes, are invited to Race Night on the Row to view thousands of pristine race bikes from around the world on display, and enjoy the flavorful cuisine of the many restaurants and clubs lining Cannery Row. This event is free.

Guests are invited to bring their motorcycles down to Cannery Row where the street will be opened up exclusively to motorcycle parking from 5 p.m. – 11 p.m. on Saturday, July 4th. Those who wish to park their bikes are urged to arrive early, as space is limited. Motorcycles will only be allowed to enter at the intersection of Drake Avenue and Wave Street. Cannery Row will be closed to all other vehicles from 5:00 p.m. to 11:00 p.m. on Saturday, July 4th.

For more information about Race Night on the Row and Cannery Row, visit www.canneryrow.com or call Cannery Row Company Vice President of Marketing, Diane Mandeville at 831.657.6484 or 831.277.0461.

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Media Contact: Shelley Gesicki at Armanasco Public Relations, Inc., (831) 372-2259, sgesicki@armanasco.com.

About Cannery Row

Cannery Row 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.