

MEDIA ALERT

FOR IMMEDIATE RELEASE

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10th ANNUAL RACE NIGHTS ON THE ROW RETURNS TO CANNERY ROW JULY 20-21
Fun-filled Event Featuring Motorcycle Displays, Live Music and the Budweiser Clydesdales

MONTEREY, Calif. – July 18, 2007 — The **Cannery Row Company** will host its **10th Annual Race Nights on the Row** on **Friday, July 20 and Saturday, July 21 from 5 p.m. to 11 p.m.** Motorcycle enthusiasts will enjoy the return of an area event recognized for bringing motorcyclists from around the globe together to showcase their bikes on Cannery Row, during the Red Bull U.S. Grand Prix at Mazda Raceway Laguna Seca. Those who wish to park their bikes are urged to arrive early, as space is limited. Motorcycles will enter this year at the intersection of Hoffman and Wave Streets.

Once the street fills up with motorcycles, the road will be closed (from David Avenue to Drake), and the party can begin. Guests will enjoy thousands of race motorcycles, live music and dancing in several clubs, Cannery Row's dozens of great restaurants and an equestrian trot down Cannery Row by The Budweiser Clydesdales. These eight beautiful horses measure six feet at the shoulders and weigh between 2,000 and 2,300 pounds. Race Nights on the Row provides endless fun and entertainment after an exciting day at the races.

WHO: Cannery Row

WHAT: 10th Annual Race Nights on the Row, featuring thousands of race motorcycles, live music in clubs, dining and an equestrian trot down Cannery Row by **The Budweiser Clydesdales**.

WHERE: Cannery Row
From David Avenue to Drake

WHEN: Friday, July 20, 2007 and Saturday, July 21, 2007
5 p.m. - 11 p.m.

The Budweiser Clydesdales
Friday, July 20, 2007
4 p.m. – 5 p.m.

EVENT

INFORMATION: This event is **FREE** and open to the general public. For more information visit www.canneryrow.com or call Cannery Row Company Director of Marketing, Diane Mandeville at 831.657.6484.

MEDIA

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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.