



PRESS RELEASE

FOR IMMEDIATE RELEASE

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CANNERY ROW FEATURED IN TODAY SHOW'S 'AMERICA THE BEAUTIFUL' SERIES

Segment to air Thursday, August 16, 2007, Opening Live from the Monterey Peninsula

MONTEREY, Calif. – August 16, 2007 – Interviewed bayside this past week at one of Central California's premiere destinations, Cannery Row, Ted Balestreri, chairman and CEO of the Cannery Row Company, shared with NBC reporter Michael Okwu a colorful overview of the area. Balestreri and Cannery Row were selected for the California segment of the *Today Show's* "America the Beautiful" series, which aired today. The *Today Show* launched the series in early July and since then has been traveling across the United States in search of the country's 10 most beautiful places.

Balestreri's interview took place at the Monterey Plaza Hotel & Spa where he discussed with Okwu the historical significance of Monterey as California's first capital and the renaissance of Cannery Row over the past 40 years. Originally the sardine canning capital of the world, today Cannery Row is one of the most popular coastal destinations in California for tourists from around the globe.

The California segment of the "America the Beautiful" series aired today, with a live opening from the Carmel Mission Basilica in Carmel, California. For more information about the *Today Show* and the "America the Beautiful" series, visit www.today.msnbc.com.

To learn more about Cannery Row, visit www.canneryrow.com or call Diane Mandeville, vice president of marketing for the Cannery Row Company, at 831.657.6484.

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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.