

PRESS RELEASE

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PR Contact: Betsy Wallace Jeffers
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: bjeffers@armanasco.com

CANNERY ROW CELEBRATES 50TH BIRTHDAY WITH LAUNCH OF NEW WEBSITE

Find 50th Birthday Savings, Book Hotel and Air Travel, Research Activities on New Website

MONTEREY, Calif. – May 27, 2008 – Happy 50th Birthday, Cannery Row! Fifty years ago, in January 1958, the City of Monterey officially re-named Ocean View Avenue “Cannery Row” in honor of John Steinbeck. Cannery Row's new and updated website, now live, helps celebrate this milestone by offering visitors a 50th Birthday Book of Savings worth \$1500, the Best of Cannery Row, great getaway ideas, and an opportunity to learn more about the wonders of the Monterey Bay and Cannery Row's rich history.

The new website is designed to inspire both new and returning visitors as they plan their next trip to Cannery Row. Visitors to the new www.CanneryRow.com can now easily research the many attractions stretching along Cannery Row's historic waterfront, and plan their itineraries online – from finding restaurants and activities ideal for a family or a couple, to booking their flight and hotel reservations.

Also marking Cannery Row's 50th birthday is a new 290-seat IMAX 3D Theatre and the May opening of the first hotel built on Monterey Bay in more than 20 years. InterContinental The Clement Monterey was built to blend in with the Row's distinctive canning district architecture, and features 208 luxury guest rooms, spa facilities, restaurants and retail, and ample indoor meeting space. The IMAX 3D Theatre, now open, was ingeniously built inside Cannery Row's historic Edgewater Packing Company building, and offers guests both 3D and 2D movies on a giant screen, a perfect aspect ration, and 12,000 watts of digital sound.

The street famous for sardines and Steinbeck has evolved with time but still reflects the eco-friendly legacy of Ed Ricketts, pioneering marine biologist and Steinbeck's inspiration. More and more visitors to the Row choose to go 'green marine' by parking their cars and spending their vacations on foot or in the water. Cannery Row is the ideal access point to the Monterey Bay National Marine Sanctuary, one of the world's most diverse marine ecosystems, with opportunities to kayak with sea otters, scuba dive with sea lions, and explore sandy beaches.

Cannery Row has grown up into the premier travel destination on California's Central Coast, yet remains an authentic waterfront teeming with wildlife, and frequented by locals. To learn more about today's Cannery Row, visit the all new www.CanneryRow.com.

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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.