

PRESS RELEASE

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11TH ANNUAL "RACE NIGHTS ON THE ROW" REVS UP ON CANNERY ROW JULY 18 & 19
Two Nights of Festivities including Budweiser Clydesdales, Motorcycle Displays and More!

MONTEREY, Calif. – July 8, 2008 – Race Nights on the Row is back for its 11th year of festivities along the waterfront of Cannery Row, 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 Nights on the Row to enjoy an equestrian trot down Cannery Row by the Budweiser Clydesdales, thousands of pristine race bikes from around the world on display, samples provided by Red Bull and the flavorful cuisine of the many fantastic restaurants lining Cannery Row.

The eight majestic Budweiser Clydesdales, each standing at more than six feet at the shoulders and weighing between 2,000 and 2,300 pounds, will kick off this annual celebration by parading down Cannery Row at 2:30 p.m. on Friday, July 18, followed by a public viewing on Cannery Row (between Drake and Hoffman Avenues).

Guests are invited to bring their motorcycles down to Cannery Row where the street will be opened up exclusively to motorcycles from 5 p.m. – 11 p.m. on Friday, July 18 and Saturday, July 19. 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 Drake Avenue and Wave Street. Cannery Row will be closed to vehicles from 1:30 p.m. to 11:00 p.m. on Friday, July 18 and from 5:00 p.m. to 11:00 p.m. on Saturday, July 19.

For more information about Race Nights 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.

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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.