

Press Release

Source: Gosling's Rums

Small Bermuda Rum Company Unleashes 'UnBefreakinlievable Sweepstakes'

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BOSTON, Aug. 10 /PRNewswire/ -- Gosling's Rums is going to help some lucky New Englander win the ultimate season ticket -- a pair of season passes to all Gillette Stadium events in 2007. The grand prize winner of the "UnBefreakinlievable Sweepstakes" will enjoy tickets to every football game, soccer match and concert at Gillette Stadium in 2007, moving ahead of more than 50,000 other football fans currently on a wait list for season tickets. The "UnBefreakinlievable Sweepstakes" is about to be launched by the Bermuda rum maker Gosling's Rums.



"Gillette Stadium is one of the premier stadiums in the world," said Malcolm Gosling, the seventh generation head of the family owned brand. "We are proud to be teaming up with an organization that, like Gosling's Rums, is family run and puts such a high emphasis on quality. We may not be the biggest rum maker, but we are the best, and New England fans are going to love our products. Seems fitting that Gillette Stadium is one of the few places outside of Bermuda where it will be found in abundance."

The sweepstakes, which will run from August 12, 2006 to December 14, 2006, requires no purchase or the offering up of "a first-born son" to win. Anyone twenty-one and over can try their luck

simply by filling out an entry form at participating retail locations in Massachusetts, Rhode Island and New Hampshire.

"Fans in the New England region are passionate about their football," said Glenn Kelley, whose Boston advertising agency, Kelley & Company & Etc., handles Gosling's account. "We wanted to reward their passion with the ultimate season ticket."

The advertising campaign will focus on what New England sports fans might be willing to give up to win this sweepstakes. One ad features a football fan offering up his first-born son to the camera with the headline, "Get Seasons Tickets Without Doing Anything Rash." Another version pictures a fan with a dotted line drawn around his upper right arm, presumably as a "cut here" guide. It, too, promises a chance to get season tickets, "Without Doing Anything Rash," and with no purchase "or major body parts" necessary.

In addition to two tickets to every football game at Gillette Stadium in 2007, the lucky winner will also receive tickets to every soccer game as well as all concerts.

Gosling's Rums, celebrating their 200th anniversary, is the Spirit of Bermuda that enjoys a worldwide cult following among rum aficionados and will now be featured at Gillette Stadium. In addition to their legendary and Platinum Award-winning Black Seal Rum®, Gosling's also produces the award-winning, Gosling's Gold Bermuda Rum, and the extremely rare 16 year-old, hand crafted, Family Reserve Old Rum -- considered the ultimate sipping experience and winner of the San Francisco Spirits Competition Double Gold Award.

For more information about Gosling's Rums or their "UnBefreakinlievable Sweepstakes" visit www.goslingsrum.com.

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