



## MEDIA UPDATE

FOR IMMEDIATE RELEASE

# Monster Energy Drink Announces Three-Year Commitment as it Skates into 20<sup>th</sup> Anniversary AT&T Fiesta Broadway '09

Los Angeles, CA – (November 18, 2008) – Monster Energy Drink will continue to sponsor *AT&T Fiesta Broadway Presented By State Farm Insurance* as the event heads into its 20<sup>th</sup> year of celebrating “Cinco de Mayo” week for the City of Los Angeles. The brand recently announced a three-year sponsorship and growth plan with the event which is the single largest Latino festival of its kind in the country.

“We’re excited and proud to be associated with a premier event like Fiesta Broadway,” said Paul Mendoza, Brand Manager for Monster. “Fiesta helped launch us into the Latino market just three short years ago and we’ve made an unbelievable impression on our customers by participating in important community events like this,” he added. “We wanted to build on that strategy and a commitment to Fiesta through 2011 seemed a logical extension.”



*Monster Moves! BMX team stunts and aerial bike-robotics will be on display at L.A.’s official “Cinco de Mayo” kick-off called Fiesta Broadway next April 26<sup>th</sup>. The energy drink leader used sampling at live Latino events to make huge inroads with their target demo.*



At next year’s Fiesta, scheduled for Sunday, April 26<sup>th</sup>, 2009, in downtown Los Angeles, Monster will unveil the “Monster Skate Park” featuring some of the world’s greatest BMX and skateboard athletes doing urban aerials and stunts from Fiesta’s World Cup Sports Center. The practice of integrating on-strategy and entertaining activities along with their branded exhibit has made Monster a leader in live-event marketing. “We’re going to put on a great show at Fiesta,” said Mendoza. “Now and for years to come!”

For more information on adding Latino events to your advertising plans contact Mitchell Liday at [Mitchell@AllAccess.la](mailto:Mitchell@AllAccess.la) or call him at 310-914-1934