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A PREMIERE RACING EVENT

January 17, 2009 – For Immediate Release

Presenting Acura Key West 2009 Race Week Sponsors

--- An All Star Line Up with Acura and Nautica in Lead Roles

Key West, Fla - Premiere Racing is pleased to present this year's Key West sponsors. The roster includes: Title Sponsor **Acura**, the Official Vehicle; Presenting Sponsor **Nautica**, with **Nautica Watches** the Official Timekeeper; and Day Sponsors **Lewmar**, Official Marine Hardware, **Mount Gay® Rum**, Official Rum, and **Sperry Top-Sider**, Official Footwear and Footwear retailer. The Supporting Sponsors are **B&G**, Official Marine Electronics, **Marlow Ropes**, Official Rope; and **SLAM**, Official Technical Gear.

"We are very grateful to our loyal race week sponsors. They all present high quality products and exemplify the best in business practices and customer satisfaction," said Premiere Racing's Peter Craig. "We encourage all racing sailors to show their appreciation and patronize these outstanding companies that participate in our sport and provide much needed support through sponsorship of *Acura Key West 2009, presented by Nautica.*"

Boats from over 14 countries and 20 states begin 5 days of racing on Monday, January 19.

Title sponsor **Acura** offers a full line of technologically advanced luxury performance vehicles through a nationwide network of more than 260 dealers throughout the United States. The 2009 Acura lineup features five distinctive models, the RL luxury performance sedan, the TL performance luxury sedan, the TSX premium sports sedan, the turbo-charged RDX premium sport CUV and the award-winning MDX premium CUV. Friday is designated *Acura Day*.

Nautica and **Nautica Watches** returns as Presenting Sponsor, bringing their fashionable line of timepieces. Nautica is leading global lifestyle brand and adventure and discovery are at its heart. Since the brand's creation in 1983, sailing and fun in and on the water have become synonymous with the Nautica brand. Monday is designated *Nautica Watches Day*.

Day Sponsor **Lewmar**, a distinguished leader in the performance sailing industry, is known and respected by boat builders and yacht owners the world over. Lewmar craftsmanship, reliability and innovation have made their name synonymous with consistent quality. Lewmar's long time support as a sponsor of this international event is a demonstration of their ongoing commitment to the sport of sailing and to the people who chose their equipment. Thursday is *Lewmar Day*.

Mount Gay® Rum is the Official Rum and Wednesday is Mount Gay Rum Day. "The Mount Gay Rum Brand's 22nd successive sponsorship of Key West occurs in 2009," says Eric Maldonado, Mount Gay Rum Brand Director. "This sponsorship continues to be one that the Brand values as it targets our loyal, consumer market. At the parties each evening, we know that the sailors look forward to winding down after their day of racing, with a Mount Gay Rum. Being a premier brand with a worldwide sponsorship commitment to the sailing market, it is a natural association to be present at one of the world's pinnacle regattas."

Sperry Top-Sider is a day sponsor and official footwear provider. The leader in performance and lifestyle footwear for sailors, Sperry creates for performance, builds with quality, and designs for an enduring sense of style. Top-Sider shares with all race week participants their passion for life, in, on and around the sea. Tuesday is Sperry Top-Sider Day.

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Presenting Acura Key West 2009 Race Week Sponsors - *Continued*

This is the fifth year that **B&G** has participated at the Supporting Sponsor level. For years, B&G has been the brand of choice among top sailors and yachtsmen, and with good reason. With a 50-year reputation of helping to set records in the world's toughest events, B&G is trusted for absolute accuracy and unequalled reliability.

Marlow Ropes is a new supporting sponsor. The Marlow brand has earned an outstanding reputation based on products tried and tested in the world's harshest environments by elite performance partners. Whether a challenger in the America's Cup, cruising a classic, racing round the world or round the buoys, or just enjoying time on the water sailors can rely on Marlow to take the strain. Marlow is one of the only global names in yachting rope with distributors in every continent around the globe.

SLAM, founded in 1979 in Genoa, Italy, features high end technical clothing with trendy Italian style. Their advanced technology sportswear is being used by high end racing programs around the world and is a great match with this international event. SLAM event branded merchandise is available for sale under the 'Big Top' all week long beginning on Saturday prior to racing.

Acura Key West is also supported by **The Florida Keys & Key West Tourism Council**, which recognizes the importance of having a world-class, international regatta in Key West every year. **The Historic Seaport at the Key West Bight** is the Official Site.

Thirty-six Industry Partners bring their support through a program that is now in its 8th year. Learn more about the **Industry Partners and the Program** on the event web site.

Acura Key West 2009 and the *2009 Acura Miami Grand Prix* are **US Sailing** sanctioned events.

About Acura

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For more information about Acura vehicles, please visit **Acura.com**.

For media inquiries, please go to **Acuranews.com**.

For more information on Premiere Racing,
Acura Key West 2009, presented by Nautica
and its Sponsors and Partners:

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