



**FOR IMMEDIATE RELEASE:**

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**PAUL MASSON ANNOUNCES PARTNERSHIP WITH WILL CASTRO AND  
UNIQUE AUTOSPORTS: MIAMI**

**Canandaigua, New York**— Paul Masson Brandy, one of the largest spirits brands in the United States, today announced the continuation of their unique partnership with Will Castro, star of the hit Spike TV series *Unique Autosports: Miami*. As Paul Masson’s primary brand spokesperson, Castro is deeply involved in promotions for the iconic brandy, including the upcoming Uniquely Smooth Sweepstakes that will run from May 1 to July 31 of this year.

In their latest high-profile national campaign together, Paul Masson and Castro will be giving away a customized 2010 Chevrolet Camaro, which was transformed specifically for the Uniquely Smooth Sweepstakes (image attached). “This marks the third consecutive year Paul Masson has worked with Will and his team at Unique Autosports and we couldn’t be more pleased,” said Matt Rice, Marketing Manager for Paul Masson Brandy. “This year’s ‘Uniquely Smooth’ Camaro is everything Will promised and more, and one lucky winner will be riding in custom style thanks to Unique Autosports and Paul Masson Brandy.” In unison with Unique Autosports’ mission, Paul Masson is passionate about craftsmanship, utilizing an extended aging process to produce the second largest selling brandy in its category.

“Paul Masson Brandy has achieved much throughout its history,” Castro said. “Greatness takes time, and they’ve been doing the same thing—turning out great spirits—for over 100 years. We are pleased to be a part of the success that the Paul Masson brand has earned, and we know that when everyone sees the new Uniquely Smooth Camaro, they will see the great care and workmanship it takes to turn out a custom vehicle equal to one of the leading brandies in the U.S.”

The customization of the Uniquely Smooth Camaro will be broadcast during the new season of *Unique Autosports: Miami* which premiered March 21 on Spike TV. Paul Masson and Castro will co-promote the sweepstakes via web, retail point-of-sale materials, TV and a host of live events including the Unique South launch party, Hard Rock Car Warz and the DUB Car Show. Consumers can enter the sweepstakes by visiting [www.uniquelysmooth.com](http://www.uniquelysmooth.com) or by texting “UNIQUE” to 76060 beginning May 1. Residents of all US states, except for Tennessee and California, are eligible to win the Uniquely Smooth Camaro, which will be announced in August of 2010. See official rules for details.

**About Paul Masson**

Paul Masson Grande Amber Brandy is blended and bottled by Paul Masson Distillery in Bardstown, Kentucky and is distributed by Constellation Wines US, headquartered in Canandaigua, New York. With over 100 years of brandy-making tradition and craftsmanship, Paul Masson is one of the largest spirit brands in the United States. Aged longer to provide a smoother taste profile, Paul Masson offers two incredibly smooth and satisfying blends: VS (Very Special) is aged in oak a minimum of three years, and VSOP (Very Superior Old Pale) is a 4-year aged brandy blended with French Cognac. Paul Masson VS and VSOP are available nationwide for \$12 and \$14 respectively.

**About Will Castro and Unique Autosports**

Unique Autosports is a highly acclaimed Miami-based brand serving a global client-base of A-list celebrities and athletes, corporate customers and automotive enthusiasts for over twenty years. Owned by Will Castro, Unique Autosports is recognized as the leader in car customization. The Unique Autosports brand includes projects such as: *Unique Autosports: Miami*, an all-new signature cable television show premiering spring 2010 on Spike TV. For more information on Unique Autosports, please visit [www.uniqueautosport.com](http://www.uniqueautosport.com).

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