

AMARULA SPONSORS LIL X'S 8TH ANNUAL CARIBANA SATURDAY EVENT
FEATURING BIG BOI OF OUTKAST AND YOUNG DRO

Toronto, Canada, August 28th, 2009 - The Junior Jones Group is pleased to announce that Amarula Liqueur sponsored Lil X's 8th Annual Caribana Saturday Event which was produced by Maxamus Entertainment, one of North America's leading lifestyle entertainment companies. This year the popular event featured Big Boi of Grammy Award winning group, Outkast and Young Dro of Grand Hustle Entertainment, both from Atlanta. The event drew a massive crowd of hip hop enthusiasts and tourists from all over including New York, New Jersey, Chicago, Detroit, Ohio and England who were in town for the Caribana festivities.

It was a great environment for Amarula to sample their award winning liqueur to the guests especially since there was such a high level of traffic and diverse crowd. "Whenever you mix celebrity talent, great djs and great a venue during a huge festival like Caribana, you're definitely going to connect with a demographic of people who can influence the buying decisions of their peers" says Junior Jones, president of The Junior Jones Group. "Amarula definitely made a significant number of people more aware of what a great tasting product they have by being involved with this event. I'm glad they were there."

To see pictures and video footage from the event visit: www.maxamusement.com.

About The Junior Jones Group:

The Junior Jones Group is a premier sponsorship agency providing sales outsourcing and consulting services to organizers of entertainment, sports, fashion, corporate, and cause events within the urban market. The company also partners with major corporations throughout Canada and the U.S. to assist them in selecting urban properties (sponsorship opportunities) that will strengthen their brand awareness and increase the sales of their products and services in this sector.

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