

## JUNIOR JONES GROUP SIGNS ON AMARULA & MOXIES FOR MAXAMUS ENTERTAINMENTS 6<sup>TH</sup> ANNUAL MEN IN SUITS WOMEN IN DRESSES

Toronto, Canada, April 22, 2009 – Last year The Junior Jones Group was selected by Maxamus Entertainment, one of Canada's leading lifestyle entertainment companies, to assist with securing sponsors for their various events. Maxamus Entertainment is known across North America for producing high profile events for corporate brands as well as top celebrities like Alicia Keys, Diddy, Prince, Nelly Furtado, Akon and many more.

Maxamus' most recent event, the 6<sup>th</sup> Annual Men In Suits Women In Dresses was held on April 18<sup>th</sup> this year at one of Toronto's top venues, Solarium. More than 1000 people were on hand for the sold out event which was hosted by international video director Lil X and model Angel Lola Luv and featured an energetic, surprise performance by dancehall superstar Beenie Man. It was yet another highly successful event for Maxamus Entertainment.

The Junior Jones Group assisted by signing on Amarula Cream Liqueur, winner of the Best Liqueur in World Award as well as the chic and upscale Canadian restaurant chain, Moxie's Classic Grill as sponsoring partners. Amarula's involvement included providing sampling of their drink to guests all night as well as complementary bottles to VIP clientele. While Moxie's Classic Grill provided sample foods from their menu and handed out dinner vouchers for their restaurants. "It was great to have both Amarula and Moxie's involved in this event" says Edwin Jones Brefo, Junior Jones Group president. "Having them there truly enhanced the experience for the guests who are 21-40 year old, trendsetting professionals. It was the perfect environment for them to interact with the guests and strengthen the perception of their brand with this "it" crowd."

Other sponsors for the event included Universal Music Canada and Nokia. For more information about Maxamus Entertainment and to see photos and video footage from this year's Men In Suits Women In Dresses and other past events visit [www.maxamusement.com](http://www.maxamusement.com)

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