

JUNIOR JONES GROUP WORKS OFFICIAL BEER SPONSOR DEAL WITH HEINEKEN FOR 2009 STYLUS DJ AWARDS

Toronto, Canada, March 5th, 2009 — The Junior Jones Group is proud to announce it has signed on Heineken Canada as the official beer sponsor for the 2009 Stylus DJ Awards & SpinFest. “Heineken is arguably one of the most recognized and respected beer brands in the world and it’s great to have them involved as the official beer sponsor for what will be one of the most important events for DJ’s and urban music culture across Canada”, says Junior Jones, Junior Jones Group president.

“We are very excited to welcome Heineken to the 2009 Stylus DJ Awards and SpinFest” adds Mike Zafiris, Stylus Group Founder. “Working with such a well known and successful brand has only helped raise awareness and elevate our event to a new level. Heineken has always played a role in the urban music and club scene making this partnership easy and seamless.”

The Stylus DJ Awards, now in its 4th year, recognizes and celebrates the talent and achievements of Canada’s top DJs. Each year the event brings together hundreds of attendees including DJs, producers, recording artists, record label executives and tastemakers from across North America. The entire spectacle runs for 4 days and includes panel discussions, nomination parties across Canada, theme based events and other networking opportunities for DJs and fans of urban music and culture. To learn more visit www.stylusgroup.ca

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.

Contact:

The Junior Jones Group
info@juniorjonesgroup.com
www.juniorjonesgroup.com