



ENTERTAINMENT

## **Jack Daniel's(R) Studio N° 7 Returns with Headliners Molotov, El Gran Silencio, Babasónicos and Los Amigos Invisibles**

New York, NY--(HISPANIC PR WIRE)--March 7, 2007--Jack Daniel's(R) Studio N° 7(R) Latino concert series returns to hit more cities than ever in 2007 with mega-band headliners including Molotov, Babasónicos, and Los Amigos Invisibles. Kicking off March 28th in New York, the series will also stop in Miami (3/29), San Juan (3/30), San Jose (4/5), Los Angeles (4/6), Phoenix (4/7), San Antonio (4/12), Houston (4/13), Dallas (4/15) and Chicago where it will conclude on April 18th.

Jack Daniel's(R) Studio N° 7(R), a promotional campaign that aims to provide its audience with a refreshing concert experience by fusing the esteemed product quality of Jack Daniel's with the vibrant energy of Latino music, will also feature smaller, intimate, private by invitation events leading up to the main events in New York (Obie Bermudez, Zoe), Chicago (Cronika, Berto Ramon) and Miami (Circo, World Sound DJs).

"The Studio No. 7 Latino brand and concert series is more popular than ever. We are excited and proud to be taking this quality, one-of-a-kind program to even more markets this year," says Miguel Nigrinis, Atlantic Division Hispanic Marketing Director for Brown Forman Spirits America, the distributor of Jack Daniel's. Frank Valencia, General Manager for Batanga LIVE adds, "We once again programmed Studio No. 7 with some of the biggest names in Latin music. The headlining acts represent an A-list cross section of talent, from Mexico's Molotov and El Gran Silencio to Argentina's Babasónicos and Venezuela's Los Amigos Invisibles."

Information about all shows can be found at the official Jack Daniel's(R) Studio N°7(R) Latino concert series website (<http://www.JackDaniels/Latino.com>). Tickets and special invites will be available online, at local Jack Daniel's(R) sponsored events, at select venue box offices and via special radio giveaways in select cities. For Latino music lovers, Jack Daniel's(R) Studio N°7(R) will be offering a chance to win a trip to see Babasonicos at a private VIP show in Lynchburg, Tennessee – the home of Jack Daniel's(R), and a weekend full of activities and surprises. Information about this exciting sweepstakes can also be found on the concert series website.

**Brown Forman Spirits America:**

Brown-Forman Spirits America, through its brand Jack Daniel's(R) and this inventive program, reassures its support to quality Latino music. In addition to the Latino markets across the country partaking in STUDIO N° 7 this year, the series is also a featured Jack Daniel's(R) attraction in the general market and even certain markets in Latin America.

Brown-Forman Corporation is a diversified producer and marketer of fine quality consumer products, including Jack Daniel's, Finlandia Vodka, Canadian Mist, Southern Comfort, Fetzer and Bolla Wines, Korbel California Champagnes and Hartmann Luggage.

Brown-Forman has once again partnered with Batanga LIVE, a division of Batanga <http://www.batanga.com>, the



leading streaming media website for US Hispanics, to produce the Jack Daniel'S(R) Studio N°7(R) Latino concert series nationwide.

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