

FOR IMMEDIATE RELEASE

Patrón Spirits Announced as Headline Drinks Sponsors for ARC2012 Asia-Pacific

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The recent Patrón drinks reception at ARC2011 London

Organisers of the Asia-Pacific Airline Retail Conference have today announced that Patrón Spirits International will support the event as a headline drinks sponsor.

Patrón Spirits International has confirmed it will provide delegates with a stunning Gala Drinks Reception, to precede the ARC Gala Dinner and AR.Awards on Tuesday 7th February.

The company, which will also create a large cocktail bar in the exhibition hall, is looking forward to offering airline, airport and concessionaire delegates the chance to sample and enjoy its portfolio of ultra-premium spirits throughout ARC, which will take place at the Marina Bay Sands hotel and entertainment complex in Singapore.

Vince Santos (Vice President Asia Pacific for Patrón Spirits International) said “We are very pleased to be involved with ARC again. We supported their first Asia show in Macau and met with a number of airlines we hadn’t done business with before. We expect the 2012 show in Singapore to be particularly useful”.

ARC Account Manager Mike Sawicki said “We are grateful for Patrón’s consistent support of ARC – as Headline Sponsors at our recent show in London, the brand made a considerable impact and definitely enhanced the delegate experience. We look forward to working with them again.”

Patrón Spirits will demonstrate all of its current inflight spirits range during the exhibition and drinks reception, including Patrón tequilas, **Patrón XO Cafe** (coffee liqueur made with **Patrón Silver** tequila), **Ultimat** vodka and **Pyrat** rums

To register, or for more information about ARC2012 Asia-Pacific, please call Shelly Guerrero on +44 20 7613 6959 or visit www.airlineretail.com.

Official Event Partners

For further information contact Alex Vail,
Event Director, on +44 7904 206 940 or
at alex.vail@airlineretail.com.



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Notes for editors:

About The Airline Retail Conference

ARC. Shaping the future of inflight retail.

The Airline Retail Conference is the most focused networking platform for airline buyers and suppliers in the world. Through conferences, exhibitions and social events, ARC creates premium opportunities to build rewarding business relationships.

Since ARC first launched in 2007, over 1500 high-level delegates have attended this focused event, including representatives from almost all of the world's top 50 airlines and all of the major retail concessionaires.

ARC is the leading global conference for senior inflight professionals. We bring together chief executives, retail directors and ancillary revenue specialists from the world's leading airlines, to share knowledge and best practice in a professional networking environment.

Since Ink bought the conference in 2009, it has gone from strength to strength. Following demand from the Asia-Pacific region, the inaugural ARC event took place in January 2011 in Macau. This successful event hosted 18 speakers, 21 exhibitors, 4 sponsors and over 170 delegates. The 2011 London event was the largest in its four-year history, with 20 speakers, 51 exhibitors, 19 sponsors and over 400 delegates.

Each conference is accompanied by an exhibition blending the sector's leading brands with the newest companies and latest innovations in onboard retail, food, beverage and ancillary revenue streams. ARC is designed to be the best possible use of time for busy airline professionals.

About Patrón Spirits International

Patrón Spirits is one of the fastest-growing companies in the ultra-premium beverage alcohol industry. The company's flagship brand, Patrón tequila, is an ultra-premium luxury white spirit that's delicious on the rocks, and mixes flawlessly into most any cocktail. From the highest-quality Weber Blue agave plants grown in the highlands of Jalisco, Mexico, to the centuries-old distillation process, to the signed, handcrafted glass bottles, Patrón is produced with unparalleled attention to sophistication and detail. Tequilas in the Patrón portfolio consist of Gran Patrón Burdeos, Gran Patrón Platinum, Patrón Silver, Patrón Reposado, and Patrón Añejo. The company also produces Patrón XO Cafe (coffee liqueur made with Patrón Silver tequila), and Patrón Citrónge (extra fine orange liqueur), as well as Pyrat Caribbean rums, and Ultimat vodka from Poland. For more information, please visit www.patronsiprirts.com.

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