



It is Time to Celebrate with Friends This Cinco de Mayo with Dos Equis

Los Angeles, CA, May 01, 2008 --(PR.com)-- Dos Equis is bringing the celebration directly to the people in nine markets this Cinco de Mayo. Heineken USA, the Dos Equis Brand Beer and MediaVest Worldwide have secured the services of Trafficadz, Inc., [member of the GoMobile Advertising Network], to launch an innovative alternative outdoor advertising campaign to promote their ultra popular Dos Equis Beer brand. Trafficadz, Inc. will build out eight of their mobile glass showrooms to look like the study of the “Most Interesting Man in the World” [MIM]. All parties involved collaborated to create the showrooms which will contain hardwood floors, smoking chairs, throw back wallpaper, red velvet curtains, book cases, chandeliers, beer boxes, a Frida Kahlo and Mexican Soldier mannequins and large portraits of the MIM. In addition to the set design pieces, live models dressed as Bull Fighters and Native Warriors will travel in the chairs in each of the showcases to solidify the Cinco de Mayo party theme. The campaign invites consumers to “STAY THIRSTY, my friends” in the markets of San Francisco, Los Angeles, Orange County, San Diego, Phoenix, San Antonio, Dallas, Austin and Houston.

Lisa Pfenning, Dos Equis Brand Director says "We are very excited about the opportunity to take our message directly to the people in such an innovative and uncommon way. This campaign was a key part of our marketing plan specifically for targeting the local night life scenes in each market and was designed to reach consumers in a different way which we believe will resonate and elevate our great brand during this special holiday."

Mike Pint, Principal for Trafficadz, Inc. continued adding, “We are very honored and extremely excited to work with all of the great people at Heineken USA, Dos Equis and MediaVest Worldwide, all of whom played an invaluable role in the execution of this program. All parties involved thoroughly adopted the idea of crafting a showcase that would undoubtedly differentiate the Dos Equis brand in this ultra competitive marketplace and we are confident that we have done this.”

The event plans are specialized for each market and pre-determined night life locations have been identified for the Trafficadz Mobile Showcases. The campaign begins April 23rd and runs through May 5, Cinco de Mayo.

About Heineken USA

Heineken USA, the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; and Buckler non-alcoholic brew. Heineken USA is the exclusive U.S. importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. For more information on the company, please visit www.HeinekenUSA.com. Heineken USA also maintains a firm commitment to promote and encourage the responsible consumption of its products. Additional information on the company's responsibility programs can be found at www.EnjoyHeinekenResponsibly.com.

About Traffic Adz



Trafficadz, Inc, located in Manhattan Beach, CA, offers a breakthrough outdoor advertising delivery medium that is garnering unprecedented attention and changing the landscape of outdoor advertising. A member of the GoMobile Advertising Network (www.gomobileadvertising.com) which has coverage in over 50 markets across the country, Trafficadz' mobile glass showrooms offer limitless possibilities for marketers to differentiate themselves in today's fragmented media arena. Please visit www.trafficadz.com

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