

Tabacalera Perdomo

Tabacalera Perdomo extends sponsorship of NBA champs. The 2006 NBA Champion Miami Heat has announced that it has extended its existing partnership with cigarmaker Tabacalera Perdomo. As part of the company's sponsorship, Tabacalera Perdomo will be the presenting sponsor of the Honorary Captain program, where season ticket holders join the Heat team captains and referees on court before the start of every regular season home game in an exercise of good sportsmanship. Each honorary team captain is provided a box of premium cigars, courtesy of Tabacalera Perdomo. Tabacalera Perdomo also supports the team's community relations efforts by sponsoring the annual Heat Golf Scramble Classic. The tournament, now in its ninth year, is hosted by Heat wives, staff and talent and provides an opportunity for golfers to mingle with Heat players and coaches in a relaxed and enjoyable setting. All proceeds raised by the tournament benefit the Miami Heat Charitable Fund. To date, the Heat Golf Scramble Classic has raised nearly \$1 million.

Tabacalera Perdomo featured at several recent events. Despite near-freezing temperatures, cigar lovers came out in record numbers to Cigar King of Burke, Va., which hosted a Tabacalera Perdomo cigar-tasting event on Saturday, Jan. 20. Anyone who purchased three Perdomo cigars received one free Estate Seleccion Vintage 1991 cigar, and anyone who purchased a box of Perdomo cigars was given a free, limited-edition Vector Triple Flame lighter embossed with the Perdomo logo and a four-pack of Estate Seleccion Vintage 1991 cigars. Store owner Hermiz Yono supplied food and drinks for everyone in attendance. Despite a cool afternoon and evening, cigar lovers came out in record numbers to Blue Havana II, in Alpharetta, Ga., which hosted a Tabacalera Perdomo cigar-tasting event on Friday, Jan. 19. Anyone who purchased three Perdomo cigars received one free Estate Seleccion Vintage 1991 cigar, and anyone who purchased a box of Perdomo cigars was given a free, limited-edition Vector Triple Flame lighter embossed with the Perdomo logo and a four-pack of Estate Seleccion Vintage 1991 cigars. Store owner Jim Luftman supplied Cuban fare and drinks for everyone in attendance. Tabacalera Perdomo continued its tour of Texas with a cigar-tasting event held at Fort Worth, Texas' Bon Ton Roule on Jan. 19, 2007. Customers who purchased three Perdomo cigars received one free Estate Seleccion Vintage 1991 cigar, and anyone who purchased a box of Perdomo cigars was given a free, limited-edition Vector Triple Flame lighter (embossed with the Perdomo logo) and a four-pack of Estate Seleccion Vintage 1991 cigars. Tabacalera Perdomo held its first cigar-tasting event of 2007 at Serious Cigars, in Houston, Texas, on Jan. 13. The "Customer Appreciation Day" event is held in January each year. This year's event was the largest ever in the history of Serious Cigars, with more than 400 people in attendance. In order to accommodate everyone and keep out the freezing cold and rain, heated tents were set up in the parking lot of Serious Cigar's store. As part of the festivities, store owner Ron Lessereaux and his staff had an open bar with top-shelf liquor and a buffet-style dinner with prime rib and shrimp, and they held raffles throughout the night with prizes such as DVD players, a mountain bike and X-Boxes, just to name a few. Anyone who purchased a box of Perdomo cigars was given a free, limited-edition Vector Triple Flame lighter embossed with the Perdomo logo and a four-pack of Estate Seleccion Vintage 1991 cigars. Learn more about Tabacalera Perdomo cigars by contacting the company at 5150 N.W. 167th St., Miami Lakes, FL 33014; phone: 888-642-5797; fax: 305-627-6414; e-mail: Arthur@perdomocigars.com; Web site: www.perdomocigars.net.

