



CAO AND SUCKER PUNCH SALLY'S TO HIT THE ROAD WITH CUSTOM BIKE TOUR AND GIVEAWAY

Cigar Maker Teams Up With Custom Bike Builder For Year-Long Tour And Giveaway

Nashville, May 18, 2009: CAO, one of the world's foremost premium cigar manufacturers, announced today that it is partnering with custom bike builder Sucker Punch Sally's (SPS) to create a truly one-of-a-kind custom CAO-inspired bike. The bike will tour the United States and ultimately be given away to a lucky winner.

Founded in 2002, SPS has garnered a reputation for their old school no-nonsense style of stripped-down bobbers and choppers, having received industry awards for their "66 Bobber" and "The Traditional" bikes. Inspired by the CAO America cigar brand, the bobber-style swinger bike will be dubbed "Lady Liberty" and will be adorned with the mantra, "Free To Ride—Free To Smoke." "The modernized old school aesthetic of the Sucker Punch style is a perfect fit for our approach toward making cigars," commented CAO Senior Vice President of Marketing Mike Conder. CAO Director of Lifestyle Marketing Jon Huber added, "In the coming weeks, viewers will be able to watch a video documentary on the 'Making of Lady Liberty' and obtain updates on our schedule of tour dates."

CAO 'Lady Liberty' will tour the United States, visiting 100 retail tobacconists and numerous bike rallies in the coming year. The custom bike will be given away to a randomly selected winner during a party and ceremony at CAO Headquarters in Spring 2010.