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CONCORSO ITALIANO® RETURNS TO THE FAIRWAYS

LAGUNA SECA GOLF RANCH, MONTEREY BAY - Concorso Italiano®, the Celebration of Italian Style™ is pleased to announce our spectacular new venue. Now led by Tom McDowell, Concorso's rich 24-year tradition as a leading participant in the festival of automobiles in the Monterey Peninsula will restore the tradition of prior years and continue to be a destination for those passionate about Italian lifestyle, and most importantly, Italian automobiles.

The 2009 event will offer new features amidst the beautiful settings of Laguna Seca Golf Ranch (www.lagunasecagolf.com), crafted by Robert Trent Jones Senior and Junior. The Ranch is nestled among the oak-studded hillsides of Monterey, providing breathtaking views of gorgeous Central Coast landscapes. While you take in this new setting, you will also find yourself enjoying an enhanced food experience at a reasonable price, exceptional wine, music, special Italian guest commentaries, fashion and other scheduled entertainment.

Exhibitors and Vendors will be delighted to know they will have their own special entrance route to the golf course. This arrangement keeps them separated from the incoming spectator traffic.

Concorso Italiano® is family, it is not pretentious as it is engaging, it is not as much "watch me" as it is "sit and enjoy some time with me". Concorso is the place where people want to enjoy and be around friends and passionate people who love life in its entirety. With that said, listen to one participants experience at Concorso Italiano® a few years ago:

"Friday morning comes early, but the butterflies of anticipation are already swirling. As we arrive, the visual pop of the bright cars grabs your attention first. You have entered a different time and place. This is not normal, and you are part of it. As you enter the main drag, you lower your window to hear the concert of engine exhausts, and without exception, goose bumps shriek up your arms. Pulling your car onto a golf course is not a daily event for most of us, and we have spent considerable effort preparing our cars, because this is not just a local car show. The people who will be enjoying your automobile are true enthusiasts. They are educated and appreciative of what is on display. This only happened once a year, and it is happening today." S.Z. Dansville, CA (Porsche).

Join the fun and be a part of this special day. Visit www.concorso.com where you can find additional information, purchase Spectator Tickets or register a vehicle for display. Spectator tickets are \$85 until May 31. Children 12 and under are free. Complementary on-site parking (No Bussing).

We will be announcing our features very soon.

Food will be available throughout the event