

**For Immediate Release**

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**TEQUILA DON JULIO AND THE MEXICAN MUSEUM PRESENT  
*NUEVO ARTE: COLECCIÓN TEQUILA DON JULIO* IN LOS ANGELES**

**Traveling Contemporary Art Exhibition Featuring Mexican and  
Mexican-American Artists Heads to The City of Angels**

**LOS ANGELES, CA (May 2007)** – The dynamic, vibrant culture of Mexico today—from recent film accolades to award-winning musicians—demands an audience. To showcase the best in Mexican contemporary art, Tequila Don Julio and The Mexican Museum are bringing **Nuevo Arte: Colección Tequila Don Julio** to LACE (Los Angeles Contemporary Exhibitions).

**Nuevo Arte: Colección Tequila Don Julio** is an exhibition featuring new works by some of today’s most innovative contemporary Mexican and Mexican-American artists. The showcase highlights talented artists selected by Tere Romo, curator of exhibitions at The Mexican Museum, a non-profit organization based in San Francisco with one of the most extensive collections of Mexican and Latin-American artwork in the country.

Of the 17 **Nuevo Arte: Colección Tequila Don Julio** artists, eight are California-based. Highlights in the collection include Los Angeles’s own Camille Rose Garcia’s *All Hail the Reindeer Army*, a satirical interpretation of modern-day cartoons; local artist Arturo Romo’s *Vast Arcade Los Angeles*, a multi-faceted commentary on the complexity and beauty of the urban landscape; and Franco Mondini-Ruiz’s *La Mojado*, a delicate, porcelain teacup accented with cookies that look good enough to eat. Artists selected for the exhibition were those whose works portray the highest quality of the creative production of contemporary Mexican and Mexican-American art through a variety of media.

“This collection captures the cutting-edge vitality and original content of contemporary Mexican and Chicano artistic expressions,” Romo says. “While we’re awaiting the opening of

our new building, the museum is excited to collaborate with Tequila Don Julio to offer art enthusiasts around the country a taste of The Mexican Museum.”

The Los Angeles exhibition of **Nuevo Arte: Colección Tequila Don Julio** will be open from June 13, 2007 through August 19, 2007 at LACE, a prime destination on the Hollywood Walk of Fame, located at 6522 Hollywood Boulevard. Viewing hours are Wednesday through Sunday from 12 p.m. to 6 p.m. On Friday, viewing hours are 12 p.m. to 9 p.m.

“From forging new paths of artistic expression to capturing authentic traditions in a new light, creativity and innovation are surging out of Mexico,” says Jennifer Long, senior brand manager Tequila Don Julio, Diageo Reserve Group. “Tequila Don Julio, the most popular luxury tequila in Mexico, is pleased to support both emerging and well-known Mexican and Mexican-American artists with **Nuevo Arte: Colección Tequila Don Julio.**”

The collection has shown in New York City, Houston and Chicago. To augment the museum’s permanent collection with artists whom are not currently represented, Tequila Don Julio is gifting **Nuevo Arte: Colección Tequila Don Julio** to The Mexican Museum after exhibiting in Los Angeles. The traveling exhibition will also help raise the national profile of the museum, which is currently “dark” while it awaits the construction of its new building in the Yerba Buena arts district near downtown San Francisco.

#### *About Tequila Don Julio*

*Widely revered as the best, and currently the most popular selling luxury tequila in Mexico, Tequila Don Julio is the choice for the savvy spirits and cocktail connoisseur. Tequila Don Julio is imported by Diageo North America, which is a subsidiary of Diageo plc, the world’s leading premium drinks business with an outstanding collection of spirits, wines, and beer offerings. The Tequila Don Julio portfolio—available nationwide—includes the Blanco, Reposado, Añejo, 1942™ and Real™. More information on Tequila Don Julio and other Diageo spirits can be found at Thebar.com. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at <http://www.diageo.com>. Celebrating life, every day, everywhere, responsibly.*

#### *About The Mexican Museum*

*Founded in 1975 by San Francisco resident and artist Peter Rodríguez, The Mexican Museum was the realization of Mr. Rodríguez’s vision of an institution in the United States that would exhibit the aesthetic expressions of the Mexican and Mexican-American people. Over its 30-year history, the Museum’s vision and permanent collection has expanded to over 12,000 pieces. For more information on the Museum, visit: [www.mexicanmuseum.org](http://www.mexicanmuseum.org).*

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