

TORTUGA

Rum Cakes & Gourmet Products

Tortuga Rum Cakes Score Knockout at Ali's Celebrity Fight Night

Miami FL/ Grand Cayman BWI April 3, 2009 – Stars and athletes at the Muhammad Ali Celebrity Fight Night are enjoying an authentic “taste of the Islands”, each receiving a Tortuga Caribbean Rum Cake in their VIP gift bags. Held on March 28 at the JW Marriott Desert Ridge Resort & Spa in Phoenix, Arizona this annual charity gala brings together many of today's hottest celebrities and athletes to raise money for the Muhammad Ali Parkinson Center at Barrow Neurological Institute.

This year's festivities included live musical performances by Jon Bon Jovi, Charice, Roy Firestone and others with country music star Reba McEntire returning as the evening's emcee. The Muhammad Ali Award recipients were Kurt Warner, Michael Phelps, and Forest Whitaker. The star-studded gala also attracted Josh Groban, Jordin Sparks, John Elway, Melissa Peterman, Steve Young, Alice Cooper, Bo Derek and John Corbett among others from the sports, music and entertainment worlds.

EXTRA TV, a nationally syndicated celebrity/entertainment show pictured a Tortuga rum cake in the gift bag as part of its Celebrity Fight Night coverage on air on Wednesday April 1 and now has an online contest to win one of these goodie-packed bags. <http://tinyurl.com/dlwa5g>

Created by Jewels and Pinstripes, one of the premier gift bag companies dedicated to raising money for charitable causes, the gift bag includes two trips to resort destinations, skin care, jewelry, desserts, and other luxury items valued at over \$7500. *US Weekly* magazine is slated to feature the gift bag next week and an autographed gift bag is being auctioned off for charity, with bidding on www.charityfolks.com.

Tortuga Rum Cakes are the #1 export of the Cayman Islands and named the 2009 “Best Cruise Souvenir” by Porthole Cruise Magazine for the fifth consecutive year. They are sold in onboard gift shops of over 100 cruise ships and in gift and specialty stores throughout the Caribbean and North America. The complete line can be ordered online at www.tortugarums.com or toll free at 800-444-0625.

Founded in 1984, the Tortuga Rum Company, Ltd. is a family owned and operated business based in Grand Cayman, B.W.I. with 18 retail and duty free shops and three bakeries. Franchise bakeries are in Jamaica, Barbados and the Bahamas. Tortuga Imports/Tortuga Rum Cake Company handles worldwide distribution, mail order, food service and online sales from Miami, Florida.

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Celebrity / VIP Gift Bags Provided by

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PINSTRIPES**

Celebrity Fight Night XV

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