

## Press Release

July 23, 2012



### Wray and Nephew launches TV campaign on CINTV

*“Bartender can you show me the Wray, can you pour me some Wray ...It’s the life of the party”*

This is a very popular jingle heard being sung by people of all ages and classes in the streets of Jamaica. The high-energy club-feel “*Show Me the Wray*” commercial produced for Wray and Nephew White premiered on CINTV last Friday July 20<sup>th</sup>, 2012 and will last for eight (8) weeks. It has received many high praises and exhibits the great talent that exists in the island.

Wray & Nephew is the world's top selling, award winning high strength white rum and is a versatile product that makes an excellent base for cocktails and punches.

The Caribbean International Network (CIN) is proud to welcome Wray and Nephew to its list of advertisers on its TV platform. CIN’s CEO, Stephen Hill commented that the “*Show me the Wray*” commercial is the best out of Jamaica in many years and will have a strong influence on the Jamaican Diaspora to buy Wray and Nephew White Rum.

It is said that over 90% of rum sales in Jamaica are of this famous brand and we know with this TV campaign on the CINTV platform will increase sales for Wray and Nephew in the New York and Tri-state areas.

For further information on how to advertise on CIN call: **347-448-4345/ 718-355-9904/914-217-7099** or email: [mail@cintvjamaica.com](mailto:mail@cintvjamaica.com) and visit [www.cintvjamaica.com](http://www.cintvjamaica.com)