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Racing News

Rum Bum extends sponsorship commitment to Sigalsport Team

Los Angeles, April 21, 2008 – Following a competitive run at the Grand Prix of Miami where Sigalsport Rum Bum co-drivers Gene Sigal and Matt Plumb finished fifth, Luis Bacardi, great grandson of the founder of Bacardi® and the creator of Rum Bum decided to extend his sponsorship commitment to the Los Angeles based team. Further proof of the strengthened relationship between Rum Bum and Sigalsport, the team name is now Rum Bum Racing.

Rum Bum Racing will compete this week-end in the Bosch Engineering 250 at VIR, fourth round of the 2008 Grand-Am Rolex Sports Car Series.

“I am thrilled and proud that Luis Bacardi extended his commitment to our team” announced Rum Bum Racing team owner and co-driver of the No. 7 Rum Bum Dinan BMW Riley, Gene Sigal. “We have worked really hard to achieve this goal and this is a perfect example that the Rolex Series is a great series to attract and develop new partnerships with innovative companies. We are creating and implementing a plan with a focused objective for the Rum Bum brand to emerge as a pioneer and best-in-class broadband, event and viral marketing platform, as a sponsor within the Grand-Am Rolex Sports Car Series racing community, designed to catapult Rum Bum as a leading lifestyle brand throughout the nation” confirmed Sigal.

“Sigalsport will celebrate its fifth anniversary in May and with Rum Bum we are reaching another level. It’s more than a sponsorship program. We are committed to developing the brand with Luis Bacardi and the team is actively involved in the promotion and marketing of all Rum Bum marks and entities and this is an exciting challenge” added Sigal.

RUM BUM FAST FACTS: Rum Bum’s business plan includes the launch of Rumbum.com, Rum Bum Racing, Rum Bum TV, Rum Bum Gear and the development and marketing of Rum Bum signature products. Rum Bum is poised to become a recognized brand as well as a lifestyle.

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RUMBUM.COM: website is set to include soon state of the art graphic design and bandwidth to support streaming media, including fundamental marketing basics to sustain increasing traffic over time. Rumbum.com will include compelling sports and entertainment oriented original programming to be streamed from the web-site maximizing the interactive experience, with the goal of emerging as a pioneer within the sports and broadband sectors.

RUM BUM NIGHTS: The next step for Rumbum.com is to take the viral internet phenomenon on the road through event marketing initiatives which will include, among other things, Rum Bum Racing, Rum Bum Concert Series and Rum Bum Nights.

RUM BUM TV: will soon produce sports and entertainment oriented webisodes reflecting the Rum Bum lifestyle to be broadcast on Rum Bum.com. Rum Bum has partnered with Big Vision Miami, a leading edge High Definition production and Post Production facility, which will enable Rum Bum TV to launch future high end productions for TV, film, and internet, as well as enhance existing Rum Bum programming such as THE BITE.

RUM BUM GEAR: Rum Bum's plan is to design, market and sell its own brand of apparel, providing high-quality merchandise. The Rum Bum original collection will include graphic Ts, outerwear, footwear and other accessories. The next phase of Rum Bum Gear will introduce future signature products such as an energy drink, sport and fishing equipment, watches and jewelry, fragrances, and other lifestyle related products.

