

NEWS RELEASE

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SIXTH ANNUAL BOCA RATON CONCOURS D' ELEGANCE CELEBRATES THE UPCOMING 100TH ANNIVERSARY OF ASTON MARTIN AND 50TH ANNIVERSARY OF THE SHELBY COBRA FEBRUARY 24-26, 2012 IN BOCA RATON, FL

Nation's fastest growing Concours to commemorate major anniversary milestones

BOCA RATON, FL (July 29, 2011) – The sixth annual **Boca Raton Concours d' Elegance** is celebrating the upcoming 50th Anniversary of the Shelby Cobra and upcoming 100th Anniversary of Aston Martin with a tremendous commemoration on **February 24 through 26, 2012** at the Boca Raton Resort & Club in Boca Raton, FL. The three-day series of extravagant events benefits Boys & Girls Clubs of Broward County.

“The Boca Raton Concours d' Elegance is setting trends,” said Jamie McDonnell, Chairman of the Boca Raton Concours d' Elegance. “As the fastest growing Concours in the country we have made strides through our five successful years of hosting the event, including featuring some of the world's most unique auction items, hosting some of the most renowned automotive icons and comedians in the industry, and raising more money than any other car event for a charity. We set the bar high and have a goal to bring even more exciting elements to the event each year. In 2012 we'll be celebrating the 50th Anniversary of the Shelby Cobra and the upcoming 100th Anniversary of Aston Martin, which will help us reach that goal.”

The three-day 2011 Boca Raton Concours d' Elegance, with the help of Jay Leno, made a net profit of more than **\$3 million** after expenses for the **Boys & Girls Clubs of Broward County**, and attracted more than 7,000 people from around the country. With results like these, it's obvious that each year the Boca Raton Concours d' Elegance grows, bringing together new supporters, introducing exciting new event components, and showcasing even more exotic and classic automobiles and motorcycles. Next year will be no different. The Boca Raton Concours d' Elegance is honoring two extraordinary milestones in the automotive arena – the upcoming 50th Anniversary of the Shelby Cobra and upcoming 100th Anniversary of Aston Martin – and is promising a bigger and better than ever production for all guests.

“The Shelby Cobra and Aston Martin are automotive icons,” said Rick Case, Founder of the Boca Raton Concours d' Elegance. “They represent years of success and sterling reputations for delivering car-enthusiasts exactly what they crave – fast cars and endurance, respectively. Throughout the history of both the Shelby and Aston Martin, they have evolved, maintaining the integrity of high performance that the brands are known for. All of these are traits the Boca Raton Concours idolizes and strives to uphold as well. And in true Concours fashion we are thrilled to honor such tremendous milestones in the car-enthusiast realm. Guests can expect to see numerous Shelby and Aston Martin vehicles and inspired additions to next year's Concours, as we set out to make automotive history yet again.”

One of the charity season's biggest and most influential automotive events, the **2012 Boca Raton Concours d' Elegance** spans over three-days with an exciting line-up of activities, all to benefit the Boys & Girls Clubs of Broward County.

Friday, February 24, 2012, the **duPont Registry Live! Hangar Party** kicks off the weekend. Hosted at the Boca Raton Airport, guests can indulge in tastings from some of South Florida's hottest restaurants, preview luxury vendors featuring jewelry, art and more, and peruse a display of exotic and classic airplanes, motorcycles, boats, motor coaches, automobiles, business and private jets.

Saturday, February 25, 2012 features the **Black-Tie Optional Gala** hosted at the Boca Raton Resort & Club. Guests will enjoy a cocktail hour with a silent auction, followed by a sit down dinner featuring a live auction with items such as the first in the country new cars and money-can't-buy-these luxury, one-of-a-kind packages. Guests will also enjoy the presentation of the Automotive Lifetime Achievement Award and presentation of the Lee Iacocca Award. The evening concludes with a stellar performance by a renowned comedian. In years past Jay Leno, Bill Cosby, Howie Mandel, and Dennis Miller have graced the stage.

The Concours on Sunday, **February 26, 2012** concludes the weekend festivities with an Automobile and Motorcycle Exhibition that spans all eras. Car and motorcycle fanatics from around the world will get to experience an automotive showcase featuring cars and motorcycles from a wide range of time periods. Once the show kicks off, guests are invited to walk through a series of amazing vendor tents including the 2012 Boca Raton Concours d' Elegance tent that will offer hats, T-shirts and commemorative Concours booklets and pins from previous years and this year. For the second year in a row, the Concours d' Gourmet Café tent will offer guests a delectable selection of gourmet foods from South Florida's finest restaurants during the famed Sunday Concours. An expert panel of judges will select the finest cars based on a preset criterion to include period, presentation and authenticity, and the day concludes with an award presentation to winning entries.

For additional information on the Boca Raton Concours d' Elegance and to see a full schedule of events please visit www.bocaCDE.com. As the event evolves, the website will provide up-to-date important information – so check back daily. All events are open to the public with tickets sold separately. Tickets can be purchased for the Friday night duPont Registry Live! Hangar Party; the Saturday Gala dinner; the Sunday Concours Automobile and Motorcycle exhibit; and the Concours d' Gourmet Café. To purchase tickets, please call 954-537-1010 or visit www.bocaCDE.com.

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