

FOR IMMEDIATE RELEASE



WORLD'S LARGEST GATHERING OF AIR HOCKEY PLAYERS
\$10,000 IN CASH & PRIZES

Texas Air Hockey Group (TAG), Zwack, Unicum PLC Zwack (ZWACK) and Major League Air Hockey (MLA) are pleased to announce 2010 ZWACK Air Hockey World Championships.

SRO SPORTS BAR & CAFÉ
444 NORTHWEST MALL
HOUSTON, TX

FRIDAY JULY 16
4:00pm - 10:00pm
DOUBLES COMPETITION

SATURDAY JULY 17
10:00am to 10:00pm
OPEN SINGLES COMPETITION

SUNDAY JULY 18
10:00am to 10:00pm
TOP 16 ROUND OF SINGLES

This event will be sanctioned as an international level event by the United States Air Hockey Association (USAA) and is open to anyone and everyone who wants to play.

ZWACK is the world's most popular Hungarian Liqueur, owned by Diageo, the world's leading premium spirits company and owner of well-known quality products like Crown Royal, Bailey's, and Smirnoff. ZWACK is deeply associated with professional Ice Hockey, the fastest sport on ice and now with the fastest table sport on earth, Air Hockey! TAG joins forces with ZWACK and MLA to promote this premium shot first launched in 1790. Please check out ZWACK's website at <http://www.zwack.com> for more information and become a fan on Facebook. Red Stripe Light lager, another popular Diageo product, is the official beer category Major Sponsor for the 2010 ZWACK Air Hockey World Championships. Hooray Beer! Hooray Air Hockey!

This unknown "underground" international sport is based in Houston, TX! Air-hockey is the fastest sport in the world requiring reaction timing of 1/20th of a second! Professional athletes from hockey to football pros and even Hollywood celebrities have been documented as air-hockey "aficionados". It is the only sport on the planet that appeals to all persons. Come and witness the embodiment of "Calculated Intensity"!

EVENTS

Amateur Doubles: Amateurs team up for this tag-team style extravaganza!
Power Doubles: Professionals and Masters battle it out tag-team style!
Open Singles: The Main Event! Open to anybody - Novice to Grand Master!

COST

Entry fees based on skill level and events ranging from \$20 - \$175

FOR MORE INFO PLEASE VISIT WWW.AIRHOCKEYWORLD.COM
OR CONTACT TAG PRESIDENT, BRIAN ACCROCCO AT 832-375-4394 OR EMAIL AIRHOCKEYGOD@ATT.NET



ZWACK ® Hungarian Herb Liqueur. 40% Alc./Vol. © 2010 Imported by Diageo, Norwalk, CT.

please drink responsibly.