



**PRESS RELEASE**  
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## **GORGEOUS, EXOTIC ITALIAN CARS**

**MEMPHIS, TENNESSEE (May 29, 2008)** — Come see an amazing collection of Italian exotics and other mouth-watering sports and European exotic cars at the **Exotic Italian Car Show** at Memphis Botanic Garden Sunday, June 15, 2008 from noon to 5 p.m. From state-of-the art modern-day Ferraris to some of the rarest vintage Italian cars, this exotic car show will not disappoint! The cars' owners will even start up the cars' engines several times during the show so you can hear the "marvelous music" of Italian horsepower from V12, V10, V8, V6, flat 12 and turbocharged, high-powered engines.

A sampling of new and vintage Italian cars expected to participate in the **Exotic Italian Car Show** include Ferraris, Lamborghinis, Alfa Romeos, Fiats, Maseratis and more, as well as non-Italian Porsches, Aston Martins and an array of elite vehicles from manufacturers around the world. One of the fastest production cars in the world, the 200+ mph Ultima GTR, will be present.

This special Fathers Day event benefits **Habitat for Humanity of Greater Memphis**. Enjoy fun promotions, food vendors, refreshments and activities throughout the day, including face painting, balloons and crafts for the kids. There will be drawings for giveaways, including a Weber One-Touch® Gold Charcoal Grill, a \$100 Kroger gas/grocery card and a two-night "Be My Guest" pass for a Hilton brand hotel (brand to be determined). There will be free hot dogs, chips and ice cream available while supplies last.

For a little well-deserved inspiration, spend an afternoon with some gorgeous Italian beauties – marvelously crafted sports and exotic cars – at the **Exotic Italian Car Show** at Memphis Botanic Garden in Audubon Park Sunday, June 15, 2008 from noon to 5 p.m. Admission to the Car Show is \$10 for adults and \$5 for children (ages 2-10). The **Exotic Italian Car Show** – benefiting Habitat for Humanity of Greater Memphis – is organized and presented by Memphis Cars Italia and sponsored by Foreign Cars Italia, Ameriprise Financial, Oak River Fine Homes, Hilton Hotels Corporation, Northwest Airlines, Blue Bell Ice Cream, Pepsi Americas, Golf Discount Superstore, Lewis Bros. Bakeries/Bunny Bread, Frito-Lay, Weber, The Memphis Flyer and FM 100.

For more information, call (901) 761-4771 or go to the Memphis Cars Italia web site: [www.mcicars.com](http://www.mcicars.com), which also features photos from last year's Exotic Italian Car Show. The Memphis Botanic Garden is located at 750 Cherry Road in Audubon Park, Memphis, Tennessee.