

## Hennessy VSContest Has Hip-Hop Flare

Written by Robert ID1700  
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Hennessy V.S, the world's premier cognac, widely known in hip-hop culture and mentioned by many hip-hop and rap artists on their tracks; especially Tupac Shakur is offering music fans the chance of a lifetime. Not only to have an intimate audience with hip-hop superstar Common, but to do so in France!

Contestants who enter the Hennessy VIP Access Weekend contest promotion this summer will have the opportunity to win two a trip to France. Winners will be announced during a selection party in their local market this summer and, in September, will join their local DJ and a friend for a weekend of Hennessy luxury.

Winners will experience firsthand the skill and craftsmanship that goes into each bottle of Hennessy in Cognac, France. There they will also be treated to first class accommodations including a gourmet dinner at the Hennessy private chateau and a tasting of Hennessy's most exclusive cognacs, before they are whisked away to Paris for a private concert with hip-hop superstar Common live in concert.

Currently touring in support of his latest album, the critically received "Be" (Geffen Records), Common is one of the hottest artists in hip-hop today. Executive produced by fellow Chicagoan hip-hop rap artist Kanye West, the album features guest appearances by some of the top names in music today including John Mayer, John Legend and West among others.

"The ability to combine the heritage of the Hennessy brand alongside Common, one of the most respected musical artists of today, will create an experience that a select few lucky fans will never be able to forget," said John Santos, Marketing Brand Director for Hennessy Cognac. "Hennessy has a rich history of connecting with prestigious places and special events such as this which, over the last 240 years, has helped establish the brand with a longstanding tradition."

To extend the promotion locally, Hennessy will encourage music fans in New York City, Detroit, Washington D.C., Atlanta, Houston, and Chicago to tune into the on-air contest promotion this summer.

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All qualifying contestants of the Hennessy VIP Access Weekend will receive a copy of Common's new CD, "Be", a Hennessy DJ bag and a luxury "key chain" to Cognac.

DJs participating in the Hennessy VIP Access Weekend promotion include Atlanta's Ryan Cameron of WVEE, New York City's Von Harper of WBLS, Detroit's Bushman of WJLB, D.C.'s 2 Face of WKYS, Houston's The Krackernuttz of KBXX, and Chicago's Mike Love & The Diz of WGCI.

### About Hennessy V.S

Hennessy is the leading cognac producer in the world and Hennessy V.S is the best selling cognac marque worldwide. The Hennessy V.S cognac is a blend of over forty different eaux de vie originating from four premier grape-growing regions of Cognac, France. This exclusive cognac is aged up to eight years in French oak barrels to create a deliciously bold, lively blend of robust spice and ripe fruit flavors.

Hennessy is imported, sold and marketed by Moët Hennessy USA, the world's leading wine and spirits company of French luxury group LVMH. Moët Hennessy USA is the only sales and marketing organization in the United States representing the group's internationally renowned portfolio of brands, including: Moët & Chandon Champagnes, Dom Perignon, Krug, Veuve Clicquot and Ruinart champagnes; Belvedere and Chopin vodkas; Green Point, Terrazas de los Andes, Cape Mentelle, Cloudy Bay and Newton Vineyard, Domaine Chandon California, sparkling and still wines. Moët Hennessy USA also sells and markets certain brands not owned by the Group, including Grand Marnier/Navan and Casa Lapostolle as well as the Clicquot Inc agency wines.