

### Margaritaville and Resorts Casino Hotel announce plans to open Margaritaville Casino and Entertainment complex in Atlantic City

Margaritaville and Resorts Casino Hotel are now giving Atlantic City visitors their License To Chill with an experience unlike any other on the East Coast. Governor Chris Christie announced at a press conference on the Boardwalk that Resorts will be adding a Margaritaville complex to the property which will open in May 2013. Margaritaville delivers a tropical experience where guests can enjoy the sights, sounds and tastes of their favorite destination regardless of their current latitude.

"The Margaritaville project at Resorts is an amazing step forward for Atlantic City," said Morris Bailey, owner of Resorts Casino Hotel. "Our investment coupled with the Jimmy Buffett Margaritaville brand is a huge coup for Atlantic City and I am extremely proud to say it was Resorts and the state of New Jersey that made it happen."

The Margaritaville complex at Resorts will completely embrace the lifestyle featuring a casino, restaurant, Five O'clock Somewhere Bar, retail stores, LandShark Bar and Grill, a year-round beach bar complex, and their first ever coffee shop. Additionally, Resorts Boardwalk façade will be re-themed with the Margaritaville brand.

"It is certainly no surprise to me that a huge flock of Parrot Heads reside on the Jersey Shore," said Jimmy Buffett, "I am very grateful for the years of support from some of our most die-hard fans in the country. Atlantic City is a historic beach town and I am very happy to be a part of helping it find its place again as a beach vacation destination. I'll see you on the Shore."

Additional information can be found at www.margaritavilleatlanticcity.com.



## Southernmost Fin-Tastic Voyage

It was a hot and humid July Saturday in Key West, perfect for a day on the Paddleboard and a frosty Land Shark(s) on the beach. Both, however, were out of reach...at least until the sand was combed, the bushes picked and the trash bags topped off and tied. This was community service with a cause...and a cold one.

Key West Margaritians, Parrot Head Club members, assorted local color, home office honchos Susan & Tamara, and even a couple of paddle board bearing yoga instructors from Pensacola were all passengers on the Land Shark Fin-tastic Voyage.

Land Shark Lager has teamed up with Ocean Conservancy to bring awareness of keeping our coastline clean and clear, while at the same time promoting fitness and fun by offering stand up paddleboard lessons. Never one to walk on water, preferring my miracles more in the water-towine mode, I remained in the shade; admiring the amazing Fitness on Board instructors work patiently with the volunteers. I must say that I was very impressed with the aquatic acumen of some of my co-workers.

Trash collected, paddleboards secured, we retired to the I.D. required tent (men were annoyed and the women were flattered) offered a couple of beverage tokens for our time and had a great afternoon swapping stories with the Land Shark gang.

They've worked their way down the east coast and had pulled the coveted Southernmost straw. They're quite pleased to be here. So are we. And yes, I know, it's always hot & humid in Key West.

> Proud Partner of CceanConservancy Key West Parrot Head Club

-VOYAGE-

LANDSHARK

N-TASTIC



# MARGARITAVILLE COMING TO CINCINNATI

Singer-songwriter and author, Jimmy Buffett, will be bringing a little piece of paradise to Horseshoe, Cincinnati when it opens next spring. Buffett's Margaritaville Restaurant will provide guests with the ultimate tropical experience complete with salty margaritas, island-inspired food and lively entertainment. The 14,000 sq. ft. restaurant will be located adjacent to the Horseshoe's main entrance on Broadway and will feature seating for approximately 400. An open-air dining patio will connect to the casino's urban plaza and event lawn. The restaurant will also offer a Margaritaville retail store, featuring unique Margaritaville merchandise, music and island apparel.

Jimmy Buffett's Margaritaville is the first of four restaurants that will be located at Horseshoe, Cincinnati. The restaurants will provide Horseshoe guests with a variety of dining options in a comfortable setting. All dining will be open to the public; so Cincinnati residents, workers, visitors and guests alike will be welcome to enjoy the broad food offerings. The three remaining restaurant concepts will be announced at a later date.

Jimmy Buffett's devoted base of fans are commonly referred to as "Parrot Heads," a term coined in 1985 during a concert at Kings Island amusement park near Cincinnati, when Jimmy and his band looked out to the crowd and noticed a sea of fans in Hawaiian shirts and parrot hats. "Cincinnati is simply where it all started. We have come to town one day a year for quite a long time. Now it is very fitting that we have found a home in the Queen city, and folks can now enjoy a little island paradise every day in this historic river city," said Buffett.

At a pre-concert press conference in Cincinnati today, Kevin Kline, the casino's senior vice president and general manager welcomed Margaritaville to a city that has such strong ties to Buffett and his music. "Margaritaville Cincinnati is a great fit with the legendary Horseshoe brand and it will be the ultimate destination for both locals and visitors alike to enjoy great food and entertainment," Kline said.



### Quiet About It A Tribute to Jesse Winchester

Excerpts taken from the album liner notes written by Bill Flanagan:

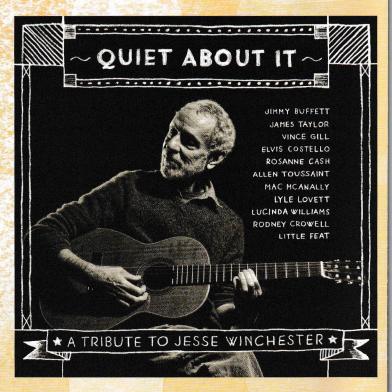
I don't know anyone who dislikes Jesse Winchester's music. It seems to me that there are only those who love it and those who have never heard it. Jesse is a songwriter's songwriter, praised by every composer from Dylan down and covered by greats from Wilson Pickett to the Everly Brothers. Jesse Winchester's songs are like mirrors in which both performers and listeners can see themselves. Among Jesse's most prominent fans are Jimmy Buffett and Elvis Costello, both of whom have covered a number of Jesse songs on record and in concert, and both of whom performed with him on television in 2010 - Elvis on his SPECTACLE series and Jimmy on his CONCERT FOR THE GULF special after the BP oil spill...Buffett and Costello both took great pleasure in introducing one of their musical heroes to their own audience.

A year after that, in 2011, Jesse was told he had esophageal cancer. He stopped in the middle of a tour and began radiation treatments, followed by surgery. Immediately, Buffett and Costello agreed that it would be a good idea to put together a tribute album as a show of support.

At Christmas of 2011 Buffett wrote to Jesse and told him the album was coming, a gift from a whole bunch of grateful musicians and songwriters to a master. Jesse expressed his gratitude and had some

good news of his own. He beat the odds after treatment and surgery the doctors had told him he was cancer free. Soon he returned to the road and as of this writing is performing again, making up for a lost year. A happy ending all around.

This album is a tribute to a great singer/songwriter and also to the community of musicians who pulled together to show their love and respect to Jesse when he was down. Now that Jesse



is back up; make sure you see him when he comes to your town. They are not making any more like him. #10413 \$11.98

## MARGARITAVILLE <sup>®</sup> TRAVEL LOST SHAKER OF SALT ADVENTURE

The fictional flight path of Air Margaritaville keeps you above the fray, aware but aloft. But in the factual world of Margaritaville Travel, you're all the way in...sometimes knee deep.

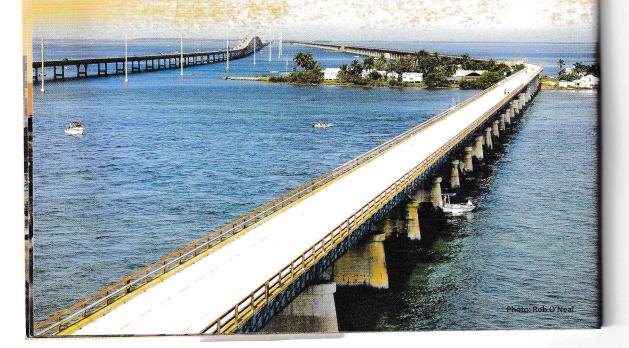
Climb aboard a zany, unique adventure into a realm of interesting, unexplored and pure fun. We're not just off the beaten path, sometimes you can't even see the path. Laugh a lot, kick off your shoes, call the kid in you back for an encore, and bring some friends who haven't loosened up in a while. It's time to get into a Margaritaville state of mind.

Pack your 'parrot-phernalia' and leave everything else to us. Each Margaritaville Travel Adventure is crafted uniquely for a journey into bliss. Travel places that Jimmy Buffett has been intrigued by, lived in or sang about. Meet original characters, kick back in a kayak and settle in for some star gazing as you share your travels with like-minded folks. Expect new friendships that very well may last a lifetime.

Our Lost Shaker of Salt Adventure is a celebration of the beauty and uniqueness of the region running from Miami through the Florida Keys to Key West. This region looms large in the realm of adventure, imagination and song. Hemingway and hurricanes, pirates and palm trees, sailing ships and seaplanes, margaritas and moonlit waters, sand and serenity. We intend to give you an insider's passage through one of the world's most recognized tropical archipelagos.

This is a tour meant to be explored as a group, to be shared, to be memorable, maybe even to be life-changing. New horizons are opening up to explore and to enchant. Never before has anyone been presented with the ability to enter the world of Jimmy Buffett through travel. That opportunity has now arrived.

Complete details and itinerary at www.margaritavilletravel.com









- ▲ 5:00 Drinking Club Long Sleeve T' This one has it all! Long sleeve with a Pocket and a Sleeve print. 90/10 T' with distressed print. Sport Grey M #21101, L #21102, XL #21103 \$27.95 XXL #21104 \$28.95
- Biker Long Sleeve T' I'm Back to Livin' Floridays Distressed print. Black
   M #21087, L #21088, XL #21089 \$27.95 XXL #21090 \$28.95
- C Growing Older Truck Long Sleeve T' ...just not UP! Distressed print. Forest Green M #21265, L #21266, XL #21267 \$27.95

XXL #21268 \$28.95 3XL #21269 \$29.95

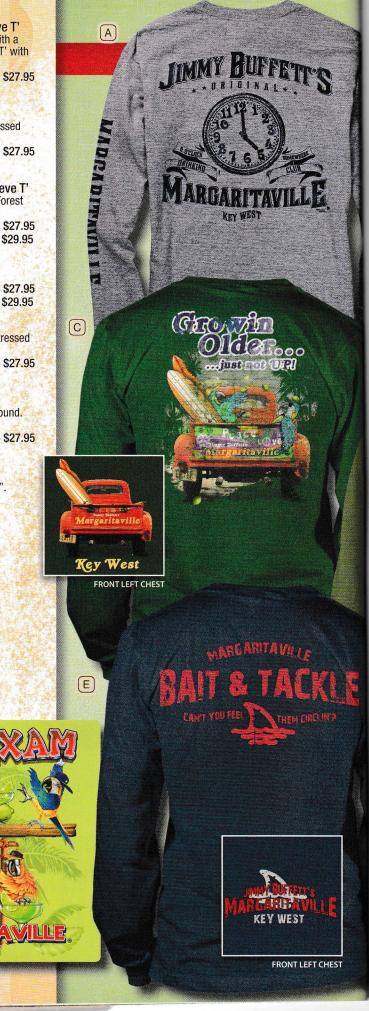
- Mother Ocean Long Sleeve T' I have Heard You Call. Moss M #21244, L #21245, XL #21246 \$27.95 XXL #21247 \$28.95 3XL #21248 \$29.95
- Bait & Tackle Long Sleeve T' Can't You Feel Them Circlin'? Distressed print. Navy M #21256, L #21257, XL #21258 \$27.95 XXL #21259 \$28.95
- F Son of a Sailor Long Sleeve T' Sailboat design with map background. Athletic Heather M #21133, L #21134, XL #21135 \$27.95 XXL #21136 \$28.95
- G Bar Exam Mouse Pad Neoprene pad measures 9" x 7.5". #10053 \$8.95

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All T-Shirts are 100% cotton crew neck. Available only in colors shown.

- A Jimmy Buffett's MaRGGHHaritaville T' Drink Like A Pirate Day. Lightweight fitted T'. City Green M #21232, L #21233, XL #21234 \$22.95
  - XXL #21235 \$23.95
- Map Design T' Garment dyed. Cigar Brown
   M #21192, L #21193, XL #21194 \$24.95
   XXL #21195 \$25.95
- C Salty Rita Saloon T' Check your sorrows at the door. Garment dyed Pocket T'. Aloe Green M #21111, L #21112, XL #21113 \$24.95 XXL #21114 \$25.95

 A1A T' Drive South Until You Hit the Water. Turquoise Blue
 M #8826, L #8827, XL #8828 \$22.95
 XXL #8829 \$23.95 3XL #8830 \$24.95

E Growing Older T' Take a ride on the Margaritaville Fins Up VW Bus. Distressed print. Harbor Blue S #4902, M #4903, L #4904, XL #4905 \$22.95 XXL #4906 \$23.95 3XL #4907 \$24.95

- F Pirate Ship T' Capt. Buffett's Runaground seafaring since 1985 ... Through hell or high water. Garment dyed. Spinach Green M #21196, L #21197, XL #21198 \$24.95 XXL #21199 \$25.95 3XL #21200 \$26.95
- G Pirate Looks @ 40 Boat Flag Measures 18" x 12". Two sided print. #9965 \$19.95

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FRONTELET. CHEST



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#### See Website for item specific sizing chart

#### A Ladies Parrot Print T'

Ladies short sleeve tissue weight burnout V-neck, all over fusion print. Full classic ladies cut, 60/40 blend. S #21187, M #21188, L #21189, A

XL #21190 \$29.95 XXL #21191 \$30.95

#### B Ladies Attitude T'

Can't Change your Latitude, Change your Attitude. 100% combed ring spun cotton long sleeve T' with a bright colorful design. Softly shaped for a classic feminine fit. Topstitch ribbed collar. Taped neck. Double-needle hem sleeves and bottom. Black

S #21280, M #21281, L #21282, XL #21283 \$27.95 XXL #21284 \$28.95

#### I Love Margarita Necklace

Ladies Sterling Silver "I Love Margaritas" pendant on an 18" Sterling silver chain. Charm measures approx. 1/2". Packaged in a pretty velvet pouch and white gift box. Jewelry designed by Corbett Davis, a jeweler from Pensacola, FL and also a good friend of Jimmy Buffett's. #10150 \$59.95

#### Ladies Full Zip Hoodie

Margaritaville Key West Pink embroidery with KW Appliqué. 60/40 sanded fleece full zip hoodie, rib knit side panels, lined hood, antique nickel zipper, eyelets and draw cord tips. Full classic ladies cut. Navy S #21077, M #21078, L #21079,

XL #21080 \$48.95 XXL #21081 \$49.95

#### E Ladies Burnout T'

Long sleeve burnout tissue weight V-neck T' with side screen print. Junior cut, 60/40 blend. Plum

S #21125, M #21126, L #21127, XL #21128 \$32,95

#### Changes Bottle Skin

Changes in Latitudes front and back print on a neoprene bottle skin with zipper. Soft muted colors with distressed print. #9915 \$8.95

#### G Changes Shot Glass

Changes in Latitudes ceramic shot glass. Measures approx. 4' tall. Wrap around design. #9966 \$8.00

#### 🖽 iphone4 Decorative Cover

Customize your iphone 4 with fun I Love Margaritas design. Easy to apply with repositionable adhesive, Slim Profile, Leaves No Residue, fade secure and scratch resistant. #10161 \$14.95

#### U Colorful Picture Frame

Bright colorful picture frame with all the Margaritaville icons. Made of soft flexible PVC, total frame measures 6"H x 8"W. Holds a 4"H x 6"W picture. Perfect for concert photos! #3010 \$12.95

#### J Ladies Island Girl Hoodie

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It's 5 0'clock Somewhere Full front screen print. Junior fit 60/40 sanded fleece with ash fleece lined hood. Bone color draw cords, raw seam V-neck, antique nickel zipper, thumb holes in cuffs. Blossom Pink

S #21223, M #21224, L #21225, XL #212<mark>26 \$39.95</mark>





All T-Shirts are 100% cotton crew neck. Available only in colors shown.

A Key West Icons T' "The Original", A1A, Southernmost Pointall the Key West favorites. Garment dyed, front design. Wine M #21161, L #21162, XL #21163 \$24.95 XXL #21164 \$25.95 (A)

 5:00 Sunset T' It's 5 0'clock Somewhere And the sun is fading fast...Colorful bold back design. Hot Pink
 S #9358, M #9359, L #9360, XL #9361 \$22.95 XXL #9362 \$23.95

C Happy Hour T' Distressed print with centered front logo measuring 9" across chest. 50/50 blend. Heather Charcoal M #21120, L #21121, XL #21122 \$21.95 XXL #21123 \$22.95

 Jimmy Buffett For President..AGAIN! It's A Party! Wastin' your Vote Away Again.." Full front chest design. Black S #9309, M #9310, L #9311, XL #9312 \$22.95 XXL #9313 \$23.95 3XL #9314 \$24.95

- Pirate Radio T' 200 Years too Late. Harbor Blue M #21142, L #21143, XL #21144 \$22.95 XXL #21145 \$23.95
- F Hippie Guitar T' Living My Life Like A Song. Distressed Print. Heather Kelly S #21115, M #21116, L #21117, XL #21118 \$22.95 XXL #21119 \$23.95
- G Changes Lyric Pint Glass Colorful all over print on a 16oz. pint glass. Features Changes in Latitude song lyrics. For lasting beauty we suggest hand washing only. Front and back shown. #8201 \$12.95 each

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MARGARITAVILLE





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KEY WIEST







#### A1A Hooded Sweatshirt

The End of the Road Distressed Print. Sanded fleece 1/4 zip hooded sweatshirt. Details include raw edging on pocket and sleeve, ash fleece lined hood, antique nickel zipper, draw cords, overlaid cuffs and waistband. 60/40 blend. Bone M #21210, L #21211, XL #21212 \$44.95 XXL

#21213 \$45.95

#### **Drinking Team Sweatshirt**

(B)

(C)

In Tequila We Trust Distressed print. Pre-shrunk 80/20 heavyweight crew neck sweatshirt. Ribbed collar, cuffs, and relaxed bottom band. Doubleneedle stitched seams. Oversize fit. Blue Jean S #21169, M #21170, L #21171, XL #21172 \$42.95

#### Pirate Looks @ 40 Hooded Sweatshirt

Popular design now available on a hooded sweatshirt. 80/20 sweat with V-notch, side ribbing and lined hood. Very soft feel. Maroon S #21219, M #21220, L #21221, XL #21222 \$42.95

#### (D)

Land Shark Golf Bag FREE PERSONALIZATION

& FREE STANDARD SHIPPING

Features include: water resistant, rip stop nylon/ leather; top quality, riveted hardware; velour lined valuables pouch; 6 pockets in all-7 way divider; rain hood; hip pad; single padded strap. Dimensions: 10" diameter at top, 25"H, 16"W (at widest point). Weight: 7.7 lbs.

This is a custom item that ships direct from manufacturer. Normal shipping time is 3-4 weeks. Federal Express shipping not available. Delivery to physical address within the continental U.S. only. Personalization is limited to: 2 lines of up to 12 characters per line (includes spaces). #44742 \$299.95

#### (E) Fins Up Luggage Tag

Bright Yellow Rubber luggage tag with address label on back. Measures approx. 3.5" diameter. #9960 \$9.95

#### **Fins Up Cap**

- Black cap with 5 embroidery placements:
- Fin on front panel
  Fins to the Left on left side panel
  Fins to the Right on right side panel

- Margaritaville on brim
  Key West and Fins Up! On back #5501 \$18.00

G Compass Rose Cap Rayon blend 6-panel cap with Compass Rose design. Embroidery includes latitude and longitude of Key West. Adjustable buckle back closure. Orange-Red #5772 \$18.00

H Fly Fast Live Slow Cap

Air Margaritaville 6-panel cotton hat with slide buckle closure. Blue #7284 \$18.00

**JB** For President Cap Front embroidery with Key West embroidered on one side. Pigment dyed cap with Velcro back strap. Khaki #9377 \$18.00

Narger Walle

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MARGARITAVILLE

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WEST

Jimmy Buffetts

FINS UP!

Key West



- A Key West New Year's T' Come Midnight It'll Be All Right. Black S #21270, M #21271, L #21272, XL #21273 \$22.95 XXL #21274 \$23.95 3XL #21275 \$24.95
- Boating Wall Sign Designed, handmade and signed on the back by local Key West artist Maggie Ruley. Wall hanging dimensions are 7"W x 5"H with green leather cord attached for hanging. #9664 \$34.00

(C)

Margaritaville 2013 Calendar Jimmy Buffett & Key West. Alternating months of Jimmy pictures and Key West scenic images. Photos by local Key Wester Rob O'Neal. Check website to view all 12 images. Measures 12" x 12". Made in the USA. #4000 \$21.95

Duval St T' For Sale Authentic Key West Souvineers! Red S #21067, M #21068, L #21069, XL #21070 \$22.95 XXL #21071 \$23.95

E Red Bike Trivet Colorful "Red Bike" art on a 6" x 6" ceramic trivet with corkboard backing. #8943 \$12.95

F Red Bike Coffee Mug Beautiful "Red Bike" art on a white ceramic 10 oz. mug. Buy the matching trivet for a great Holiday gift! #8942 \$10.00

G Lost Shaker of Salt T' Old Towne Key West Design. Hot Pink M #21147, L #21148, XL #21149 \$22.95 XXL #21150 \$23.95

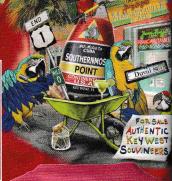
 H Key West Print "Going Green" Key West Conch House. From an original painting by Key West artist Pam Hobbs. The total size with Black Mat is 11" x 14" with the print itself measuring 8" x 10". #10147 \$35.00

 Key West Coffee Mug Handmade ceramic coffee mug in vibrant colors, reads Key West within the design. Oversize mug measures 5" H with a 4" diameter (at top). Handmade by Maggie Ruley in Key West. Coloration will vary as no two are exactly alike. A functional piece of local art! #9661 \$29.00 each



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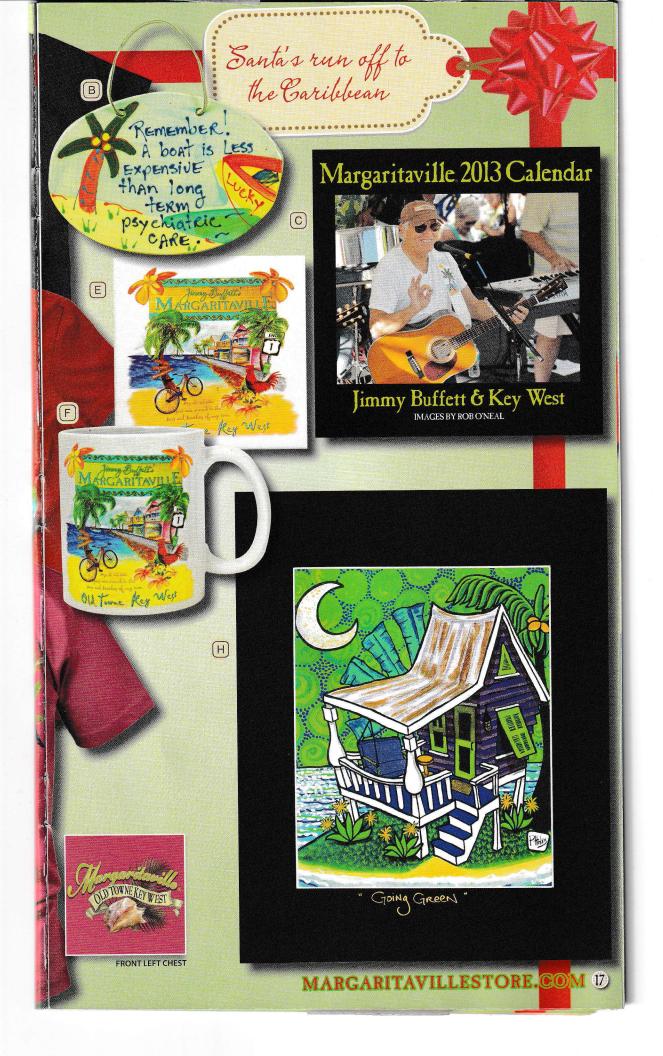
JUNNY BUREUT'S



KEYW

FRONT LEFT CHI

(G)



 A Fins Up Car Flag Double sided car flag attaches to your car window. Measures 11.5" x 15.5".
 #10030 \$16.95 m

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F

H

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- License Plate Frame
  Metal license plate frame with colorful design.
  #609 \$9.95
- Fins Up Street Sign
   Fins Up Blvd Street Sign with shark bite. Measures
   24" long x 5" wide.
   #9900 \$15.95
- D JB License Plate Oval "JB" tin license plate measures 12" x 7". #9969 \$9.95

 Barefootin' Romper 100% cotton Romper with 3 snap leg closure. Orange tie dye 6mo #7892, 12mo #7893, 18mo #7894, 24mo #7895 \$19.95

Margaritaville Dog Wear

 I am a Margaritaville Dog
 100% cotton doggie tee in Navy Blue. (Sizes run small, suggest ordering one size up).
 XS (1-4 lbs.) #21059
 S (5-10 lbs.) #21060
 M (11-23 lbs.) #21061
 L (24-45 lbs.) #21062
 \$12.95

 G Nautical Rug
 Add a punch of color and fun outdoors or indoors. Handmade out of 50% polypropylene and 50% acrylic with polypropylene backing. 35% of the material in each rug is recycled! Machine washable. Dimensions: 22" x 34" and ¼" thick.
 #7922 \$30.00

Hula Dog Bandana I am a Margaritaville Dog. Tie dye bandana with Hula lei design. #10125 \$9.95

 When You're a Pirate Dog Book
 From the smelliest of pirate dogs to the most unusual fishing exploits ever to take place on the high seas, these pages are filled with poetic explorations of the jolliest pirate crew. Large Hardback, 40 pages.
 #720 \$17.99

J Margaritaville Dogs

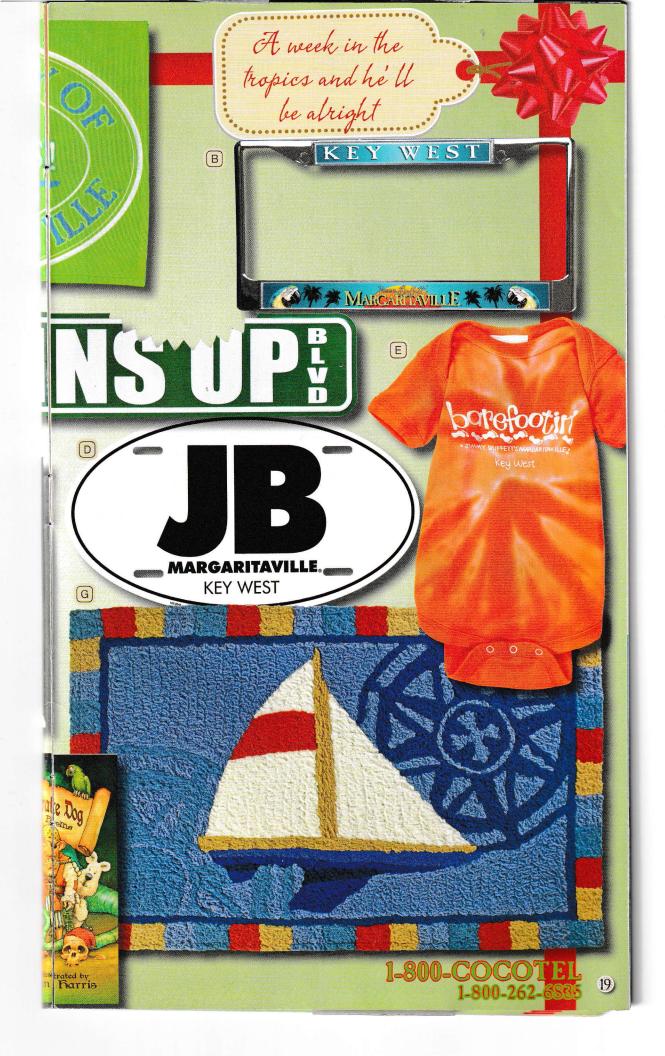
Adjustable collar with plastic snap closure. X-Small 5-10 lbs.; 6-12" #7814 \$13.95 Small 10-30 lbs.; 9-15" #1053 \$14.95 Medium 25-50 lbs.; 14-20" #1054 \$16.95 Large 45-100 lbs.; 15-24" #1055 \$18.95 X-Large 60-160 lbs.; 22-30" #1056 \$18.95 Leash measures 54" long and 1"wide. Leash #41101 \$21.95



written by Eric Ode

ARGARITAVILL

(Leash also available)





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