



CuervoNation Survey Of U.S. Calls For Julia Roberts And David Letterman To Make Romantic Connection

Fourth of July Survey Also Finds Cruise/Kidman Breakup 'Most Explosive,' Barrymore/ Leno Most 'Independent Spirit,' Lopez/Affleck at Risk to Split

CuervoNation, The Caribbean, June 24, 2003 – The on-air chemistry and heavy flirting between actor Julia Roberts and late-night talk show host David Letterman has made such an impression on the American viewing audience over the years that they would like to see the two become “an item” more than any other celebrity pairing. This is according to results of a new U.S. survey commissioned by the government of CuervoNation, the tiny eight-acre Caribbean island founded by Jose Cuervo Tequila.

Thirty-five percent of the 1,000 people polled in the CuervoNation Independent Spirit Day Survey voted for the Roberts and Letterman pairing over actors Halle Berry (X2) and Adrien Brody (The Pianist) (26%), Jennifer Garner (Alias) and Tobey Maguire (Spider-Man) (21%), and “American Idol” vocalists Ruben Stoddard and Kelly Clarkson (19%).

“Some people are lucky to find the right chemistry between each other,” said Eileen Higgins, portfolio director, Jose Cuervo International and resident CuervoNation psychologist. “On CuervoNation, we call it making a ‘Cuervo Connection’ – which happens when independent and fun-seeking people meet other likeminded kindred spirits.”

“Independent Spirit Day,” celebrated each year on July 4th, is a holiday on CuervoNation when citizens leave their inhibitions behind. This poll was conducted to identify key celebrity “hook-ups” and “break-ups” to illustrate the necessary ingredients for making a successful ‘Cuervo Connection.’

On CuervoNation, the birthplace of “Independent Spirit Day,” liberation and mischief rule the day. Throughout 2003, CuervoNation will be bringing to cities across the U.S. over 30 daylong festivals of the unexpected that draw likeminded individuals together to enjoy the spirit of CuervoNation against a backdrop of great music, food and Cuervo cocktails. The first celebrations will take place in the month of July to recognize the CuervoNation holiday.

The survey also identified which Hollywood personalities demonstrate what it means to have an Independent Spirit, (exemplifying freedom, liberation, and fun) and found that actor Drew Barrymore (Charlie's Angels: Full Throttle) (58%) and late-night talk show host Jay Leno (The Tonight Show) (29%) clearly demonstrate the best “independent spirit.”

A word of caution however, of today's celebrity power-couples, 42% of people believe that actors Ben Affleck and Jennifer Lopez (both in Jersey Girl) may be the next couple to declare their independence and split up.



“Sometimes relationships fade when individuals do not have time to express their Independent Spirit,” added Higgins. “With the pressures of fame and Hollywood, and without enough opportunities to expose their free-spirit and individuality with each other, their relationship could suffer. On CuervoNation, we foster the belief that individuality must be celebrated for a ‘Cuervo Connection’ to live and grow.”

In order to inspire Roberts and Letterman’s romance and to reignite Affleck and Lopez’s passion, CuervoNation has offered both couples an all-expense paid trip to the island paradise to reconnect with their Independent Spirit, make a ‘Cuervo Connection’ and perhaps have a little fun and mischief thrown in for good measure.

The CuervoNation Independent Spirit Day survey also uncovered the following:

- Singer Christina Aguilera was a distant second to Barrymore as far as embodying an “independent spirit” (21%); Colin Farrell (The Recruit) was the top male vote getter (10%) amongst the Hollywood set.
- The late night war is apparently raging on another front, as Leno barely edged Letterman (26%) as talk show host that best embodies the “independent spirit.”
- Amongst those aged 21-34, radio shock-jock Howard Stern was the media personality who best embodied the “independent spirit” (24%).
- After Affleck and Lopez, celebrity couples the public feels might soon declare their independence and break up are Former President and First Lady Bill and Hillary Clinton (26%) and actors Tom Cruise and Penelope Cruz (Vanilla Sky) (18%).
- Actors Tom Cruise (The Last Samurai) and Nicole Kidman’s (Dogville) breakup was considered by 74% of those polled to be the most explosive of all time.

Independent polling company Ipsos-Public Affairs conducted the CuervoNation Independent Spirit Day survey randomly via phone.

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