

Santo Mining Corp. / Cathay Cigars of Asia Announces New Chief Marketing Officer

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[Santo Mining Corporation](#) / Cathay Cigars of Asia (PINKSHEETS: SANP), (the "Company"), announced the key appointment of Mr. Matthew Arnett as the company's Chief Marketing Officer CMO. Mr. Arnett will be tasked with building market awareness to the luxury cigar brands in China, and developing multi-national brand awareness events in China. Mr. Arnett comes to us from Street Hustle Promotions, a China-based brand event management company, where he held the position of Founder and CEO, before the successful acquisition by a private Chinese media company, late last year.

Mr. Arnett, a MBA graduate, has been published in the Journal of Economics and Science for China University Of Economics and Business. A recipient of the China Business Scholar government scholarship with Ivy League education, Mr. Arnett has over 10 years of marketing and business experience in China. He has been influential in molding and shaping the event, entertainment and nightlife industry throughout China.

Mr. Arnett has been a producer, strategist and marketing consultant, working with clients such as Coca Cola, Mercedes Benz, Hilton, Hyatt, Apple, Swire Group, Marlboro, Chivas, Absolut Vodka, Cohiba Cigars and many others. Involved in some of the most high-profile events in entertainment, both in the China and abroad, Mr. Arnett has produced live events featuring musical performances by today's most popular artists as well as legendary Grammy winners. These artists include Kanye West, Usher, Akon, Pitbull, The Black Eyed Peas, Sean Kingston, Ludacris, 30 Seconds to Mars, Grandmaster Flash, Mary J. Blige, John Legend, Lil Jon, Fat Joe, Ying Yang Twins and more.

Mr. Yglesias, CEO of Cathay Cigars of Asia stated, "Cigars are a lifestyle brand, and no one knows more about life style brands than Mr. Arnett. He has a global understanding and marketing experience in the development of lifestyle and luxury brands for the Chinese market, which will make him an indispensable addition to our team." Additionally Mr. Arnett commented, "By developing brand awareness, coordinating strategic brand events and co-branding cigars with the high-end luxury brands, it will insure a targeted approach in increasing sales, our projections for year end 2016 are to be at \$5,000,000 in revenue."

About Cathay Cigars of Asia

Cathay Cigars of Asia (<http://www.cathaycigars.com/>), is the first and only one-stop online cigar distributor in Asia, we offer all major cigar brands such as Arturo Fuente, Macanudo, Romeo y Julieta, Rocky Patel, Oliva, CAO, Graycliff, Drew Estate, Diesel, Alec Bradley, Cohiba, Gurkha and much much more. The company has developed a Chinese social media brand awareness marketing program for cigar manufacturers with access to over 5 million cigar aficionados in China. We also own and operate (<http://www.cigars.cn.com/>) which will be a Chinese cigar education, marketing and virtual cigar humidor for cigar lovers alike. Sales are generated via social media and cigar events promoting sales on our online multi-lingual/multi-currency ecommerce platform (<http://www.mrcigar.asia/>).

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