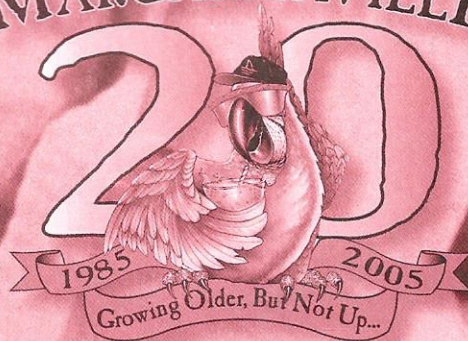


Volume 20 No. 5 Christmas 2004

COCONUT TELEGRAPH

www.margaritaville.com

Jimmy Buffett's
MARGARITAVILLE



A Place In The Shade

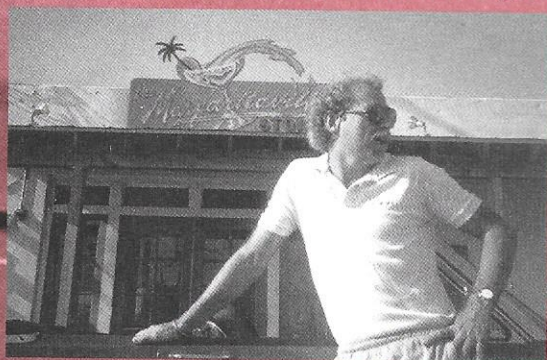
My fantasy has been to find that perfect laid-back town by the ocean, the kind of place where the locals are all legendary characters who spend their days mixing up margaritas, where the air is always warm, and where the sea is crystal clear - a real Margaritaville of the mind.

There'd have to be a bar right on the beach complete with ceiling fans and cigarette smoke - a bar like the one in the movie *To Have And Have Not*. Hoagy Carmichael would play the piano while Lauren Bacall sang. Humphrey Bogart would be sitting alone at the end of the bar, just taking it all in.

I've been looking for a town like that, a real Margaritaville, for years now-maybe ever since I was a kid and my grandfather explained to me that you could trace a line on a map from our home near Mobile Bay, Alabama, across the ocean and wind up at some of the most exotic places on earth.

Later on I majored in history at the University of Southern Mississippi, and I became fascinated by the history of the Caribbean. By then my mental image of Margaritaville had grown more complex. I took elements from books like Herman Wouk's *Don't Stop The Carnival*, which is about a New York public relations man who buys a bar on a fictitious tropical island. Then there were movies like *Donovan's Reef*, and the TV series *Adventures In Paradise*, which really influenced me at a young age.

It all blended together like tequila, salt, and limes: Margaritaville became a combination of the romance of the ocean, the romance of history, and my impressions of a few of the places I'd been. There's a town in Mexico, for instance, called Puerto Morales; it's a real Mexican fishing village located about 20 miles south of Cancun. And then there's a place called the Rosarito Beach Hotel, 45 minutes south of San Diego, where you can get good lobster with diablo sauce and a margarita. That hotel is the closest, neatest getaway I've found.

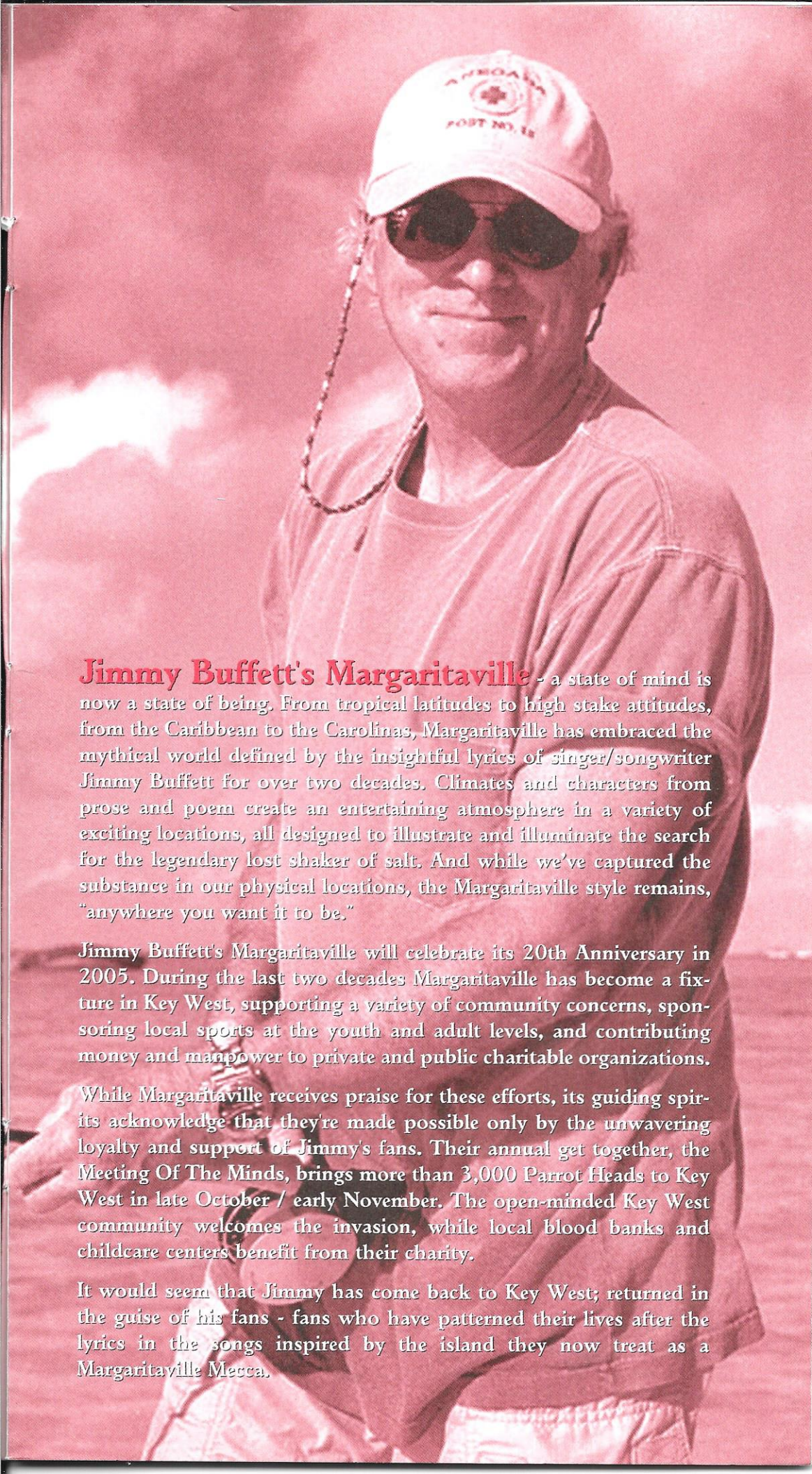


Back when I knew it in 1971, Key West used to be a lot like Margaritaville; it was a place designed for complete escapism. Around that time I was running from a bad marriage and bad weather, and I had to get back to the ocean. The line in my *Volcano* album - "I shot six holes in the freezer, I

think I got cabin fever" - well that's real life. I did that once: plugged my refrigerator. And then I thought, Jimmy, you better get yourself to the ocean, boy.

Well, I lived in Key West for three years, and mostly all I did is hang out in the bars. Then I got a boat, and that opened up another whole avenue, just like it did for my grandfather. Most of the people I knew in Key West years ago aren't there anymore. But then Margaritaville is a place you have to keep looking for.

Jimmy Buffett



Jimmy Buffett's Margaritaville - a state of mind is now a state of being. From tropical latitudes to high stake attitudes, from the Caribbean to the Carolinas, Margaritaville has embraced the mythical world defined by the insightful lyrics of singer/songwriter Jimmy Buffett for over two decades. Climates and characters from prose and poem create an entertaining atmosphere in a variety of exciting locations, all designed to illustrate and illuminate the search for the legendary lost shaker of salt. And while we've captured the substance in our physical locations, the Margaritaville style remains, "anywhere you want it to be."

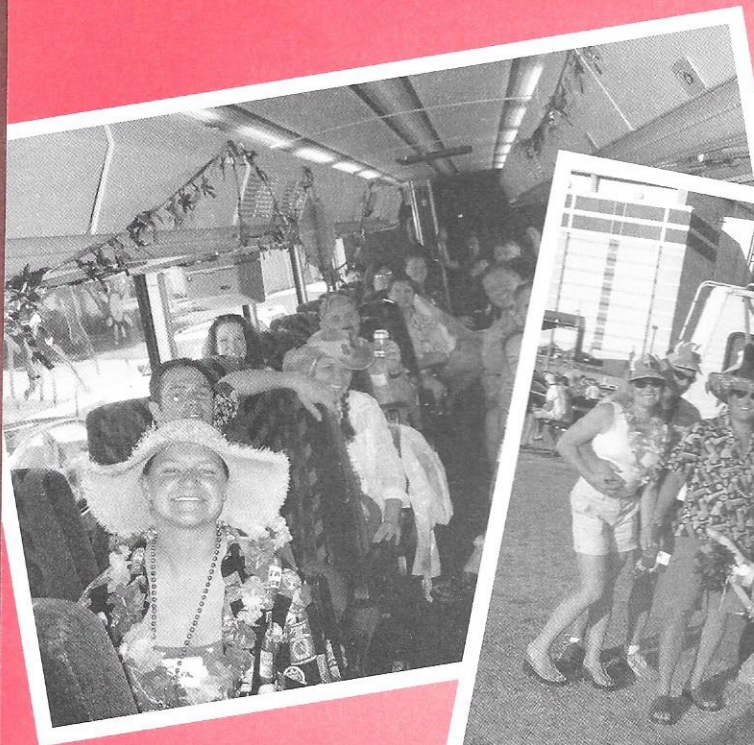
Jimmy Buffett's Margaritaville will celebrate its 20th Anniversary in 2005. During the last two decades Margaritaville has become a fixture in Key West, supporting a variety of community concerns, sponsoring local sports at the youth and adult levels, and contributing money and manpower to private and public charitable organizations.

While Margaritaville receives praise for these efforts, its guiding spirits acknowledge that they're made possible only by the unwavering loyalty and support of Jimmy's fans. Their annual get together, the Meeting Of The Minds, brings more than 3,000 Parrot Heads to Key West in late October / early November. The open-minded Key West community welcomes the invasion, while local blood banks and childcare centers benefit from their charity.

It would seem that Jimmy has come back to Key West; returned in the guise of his fans - fans who have patterned their lives after the lyrics in the songs inspired by the island they now treat as a Margaritaville Mecca.

WHAT IS A PA

"Regarding the lifestyles of Parrot Heads, they'll have to speak normal people with a slight strain of insanity in their makeup. the lyrics. Most are non-conformists, they have a badge of Pa available, Parrot Head-ism seems to be one these



Timothy B. Schmidt, the 70's seminal bass playing icon is best known for his contributions to legendary country rock bands Poco and the Eagles. But it's another ground breaking, albeit obscure, contribution to rock trivia that sets Mr. Schmidt apart in our world. He is credited with coining the term that we proudly embrace, the term analogous with our chosen lifestyle, the term that sets us apart as the symbolic chosen ones - the seekers of the lost shaker of salt. In 1984 while touring with Jimmy as an honorary Coral Reefer Timothy was amazed at the unabashed enthusiasm of the fans. He commented to Jimmy that the crowd resembled costumed Dead Heads - drawing on the loyalty of Grateful

Dead followers combined with the brightly festooned garb of Buffett fans. This would hence be referred to as the Parrot Head Big Bang.

Two decades later Dead Heads are as rare as a VW van, an historical tribute to cheap gas and pre-MP3 pirating practitioners. Parrot Heads, on the other hand, are firmly ingrained in all levels of society; young and old, rich and poor, lawn section and front row. They began to organize soon after Timothy B.'s casual comment; forming Parrot Head Clubs in their local areas. Clubs that initially seemed to be more social - in the most liberal sense of the word - soon embraced a more community minded spirit by throwing their increasingly growing weight behind a variety of charitable events.

PARROT HEAD?

for themselves. My interpretation is that they're basically pretty. I've never really instructed them in anything; I've just given them Parrot Head-ism that they wear very proudly. Out of all the causes people can affectionately embrace." Jimmy Buffett



Soon clubs from across the U.S. began to communicate, trawling the technological waters of the Internet, and wisely decided to get together. Parrot Heads in Paradise, Inc. is a not-for-profit corporation whose purpose is to assist in community and environmental concerns and provide a variety of social activities for people who are interested in the music of Jimmy Buffett and the tropical lifestyle he personifies. During the Calendar Year 2003 Local Chapters of Parrot Heads In Paradise, Inc. Contributed Over \$1.6 Million and 365,068 Volunteer Hours to Various Local and National Charities.

The Parrot Head network now counts nearly 200 clubs around the U.S. plus International clubs based in

Canada, Europe, the Caribbean and Australia. They meet annually to share ideas, fund raising options and opportunities, and generally have a good time.

Margaritaville is proud to welcome our fellow Parrot Heads to our island for the 13th annual Meeting Of The Minds. It's time for a self-congratulatory pat on the back. These folks work tirelessly at the local level in a variety of community efforts, giving of their time, their money, even their blood simply because they feel it's the right thing to do. Congratulations to the organizers, both national and local, the participating businesses, the historical tolerance of Key Westers, and mostly the PHans - thanks for coming.

BOOKS AND MUSIC

BOOKS

Tales From Margaritaville The classic best seller with new preface by Jimmy.
Paperback #9917 \$14.00

A Pirate Looks At Fifty Jimmy's narrative 50th birthday trip, served with just a hint of nostalgia.
Paperback #5556 \$7.99

Where Is Joe Merchant? A tribute to Buffett's storytelling skills. Paperback. #1482 \$7.99

Jolly Mon Jimmy & Savannah Jane Buffett's best selling children's book based on the song.
Hardback #1496 \$16.00 Paperback #1494 \$6.00

Trouble Dolls Our heroine enlists the help of her Guatemalan Trouble Dolls to locate her father, lost in the Everglades. Hardback #1495 \$16.00 Paperback #2827 \$6.00

Things You Know By Heart Trivia Book 1001 questions from the songs of Jimmy Buffett.
Paperback #5223 \$10.00

The Octopus Alibi Filled with edgy characters and insights into island existence, promises to be Tom Corcoran's most unforgettable tale of the hot, crazy tropics.
Hardback only #10571 \$24.95

The Essential Book of Boat Drinks & Assorted Frozen Concoctions Hardback book contains 100's of recipes, a history of favorites, and a reference of key ingredients.
Hardback #3425 \$10.95

Quit your Job and Move to Key West A satirical guide on how to do it by people who have made it happen. Paperback #9305 \$9.95

Meet Me In Margaritaville Songbook Piano/Vocal/Chords for the 38 songs from this double live CD(see website for complete song list) #11850 \$24.95

Margaritaville Cookbook Over 250 pages of recipes gleaned from Buffett lyrics-songs and stories. Paperback #6998 \$16.00

2005 Mariners Book of Days Right hand page is a week of days, left hand page is a collection of nautical fact, fiction and folklore. Spiral bound Paperback #8226 \$13.95

MUSIC

Live By the Bay Video 1985's Last Mango in Paris Tour. #701 \$21.95

Tales From Margaritavision A VHS compilation of Jimmy Buffett videos. #7202 \$25.00

Meet Me In Margaritaville The Ultimate Collection (double live CD) #10758 \$24.95

Jimmy Buffett Karaoke CD - 20 songs #10581 \$24.95

Jimmy Buffett Live in Mansfield, Mass. (double live CD) #11855 \$18.98

Jimmy Buffett Live in Las Vegas (double live CD) #11775 \$18.98

Jimmy Buffett Live in Seattle (double live CD) #11774 \$18.98

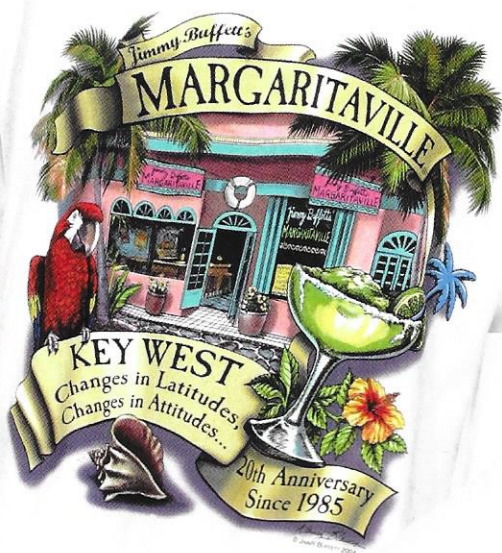
Jimmy Buffett Live in Cincinnati (double live CD) #11854 \$18.98

Jimmy Buffett Live in Hawaii (double live CD) Bonus 3 song DVD included #13676 \$18.98

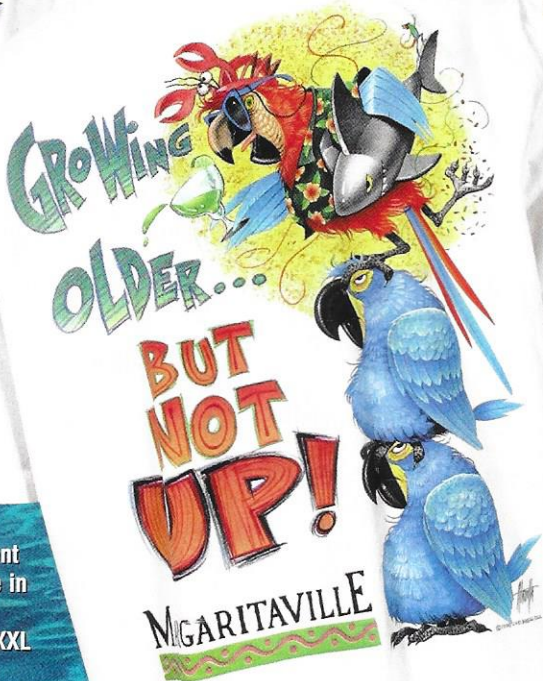
Complete Song Lists For All CD's Are Available At www.margaritavillestore.com

Jimmy Buffett's
MARGARITAVILLE

S · T · O · R · E



POCKET



20th Anniversary Special Edition T'
 Back depicts Old Style Margaritaville. Front features the existing Margaritaville Store in Key West. 100% cotton, White Only.
 M #13225, L #13226, XL #13227 \$16.95 XXL #13228 \$17.95

"Growing Older But Not Up" Camp Shirt
 100% cotton with screen print design on back. Straight cut bottom with split tail. Pocket with classic Caribbean Soul lizard embroidery, custom wood buttons. Natural only.
 M #13490, L #13491, XL #13492 \$38.95 XXL #13493 \$39.95



A Margaritaville Brand Sweatshirt

Faux patch on a 80/20 lightweight sweat. 2' waistband, drop shoulder seams. Design measures 7.5" x 4". Navy Blue. M #13626, L #13627, XL #13628 \$34.95

B Margaritaville Hooded Sweatshirt

Applique with Key West embroidery 80/20 sweat with drawstring cord, kangaroo pouch and double stitched back yolk. Charcoal Grey. S #13506, M #13507, L #13508, XL #13509 \$44.95

C Road Trip Sweatshirt

100% cotton distressed sweat by Champion. 2" band at waist and sleeves. Pine Green. M #13498, L #13499, XL #13500 \$38.95
XXL #13501 \$39.95

D Henley Original Splash Design

Embroidered on a 3-button placket, long sleeve henley, front double stitched sleeves & waist. 100% cotton. Black. M #13401, L #13402, XL #13403 \$28.95
XXL #13404 \$29.95

E Air Margaritaville Long Sleeve T'

100% cotton tee pictures Jimmy's sea-plane, Hemisphere Dancer. Military Green. M #13581, L #13582, XL #13583 \$25.95
XXL #13584 \$26.95

F Good Days & Bad Days

"... & going half mad days." 100% cotton, long sleeve T'. White. S #13594, M #13595, L #13596, XL #13597 \$25.95
XXL #13598 \$26.95

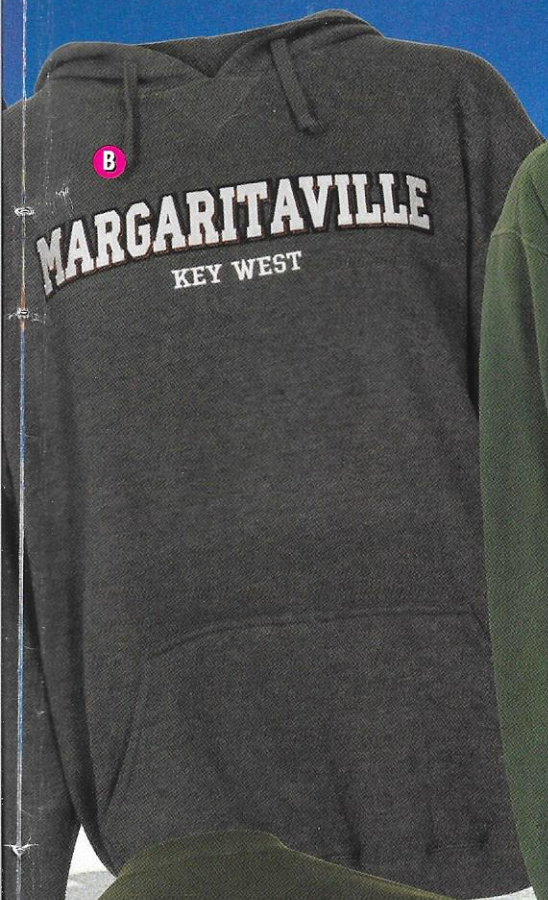
G We are the Parents... Wooden Sign

Wood with rope border, measures 7"x11". #11750 \$18.95



BREAST

G



BREAST

1-800-COCOTEL
1-800-262-6835

A



BREAST

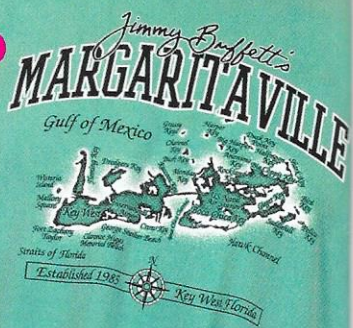
B

MARGARITAVILLE
EST.
19 JIMMY BUFFETT'S 85
KEY WEST

D



E



G



BREAST

H



Jimmy Buffett for President
put a REAL Pirate in Office

margaritavillestore.com



C

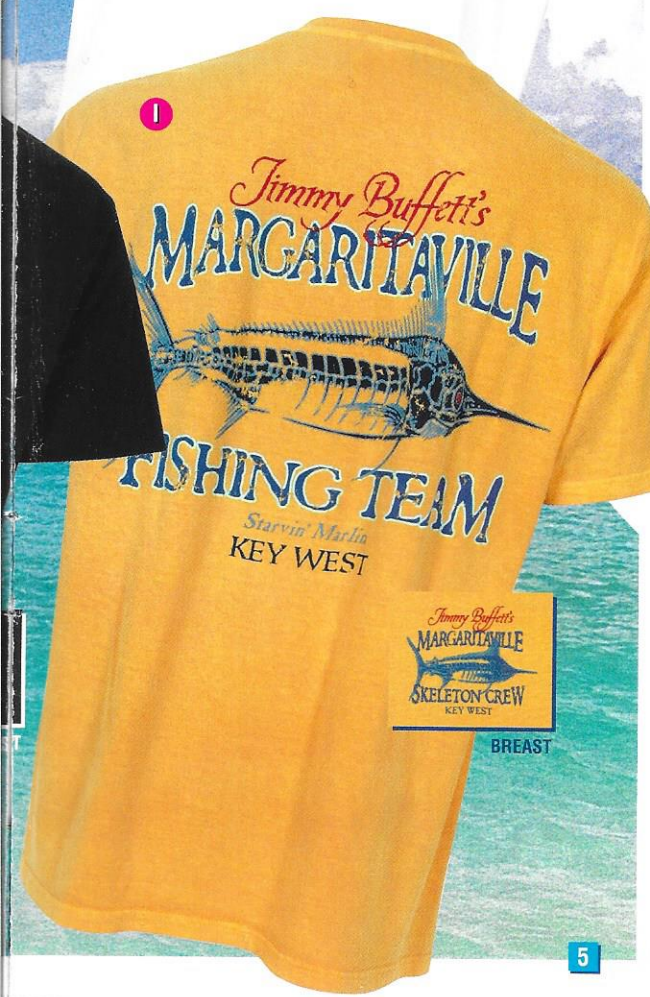
BANANA WIND
 An island term
 a wind not as dangerous
 as a hurricane,
 but strong enough to blow
 bananas off the trees.
 Jimmy Buffett

BREAST



F

BREAST



I

JIMMY BUFFETT'S
MARGARITAVILLE
 SKELETON CREW
 KEY WEST

BREAST

- A Landshark T'**
Fins 2 The Left & Fins 2 The Right.
 M #13000, L #13001, XL #13002 \$16.95
 XXL #13003 \$17.95
- B Established Date T'**
 Garment dyed. Yellow.
 M #5735, L #5736, XL #5737 \$18.95
 XXL #5738 \$19.95
- C Banana Wind T'**
 An island term. A wind not as dangerous as a hurricane but strong enough to blow bananas off the trees. Garment washed T'. Willow Green. S #13416, M #13417, L #13418, XL #13419 \$18.95
- D Margaritaville Circle Design T'**
"How I Got Here I Haven't A Clue."
 100% garment dyed. Purple.
 M #13429, L #13430, XL #13431 \$18.95
 XXL #13432 \$19.95
- E Florida Keys Map T'**
 Garment dyed. Aqua.
 M #8117, L #8118, XL #8119 \$18.95
 XXL #8120 \$19.95
- F Dancing Parrots T'**
 Front & back wrap design. Adult Version (parrots drinking margaritas). White.
 M #7126, L #7127, XL #7128 \$16.95
 XXL #7129 \$17.95
- G Old Sign T'**
Changing Latitudes since 1985. White.
 M #13494, L #13495, XL #13496 \$16.95
 XXL #13497 \$17.95
- H Jimmy Buffett For President T'**
 Front design printed across chest. Black.
 M #13077, L #13078, XL #13079 \$16.95
 XXL #13080 \$17.95
- I Starvin' Marlin Fishing Team T'**
 Garment dyed, distressed print.
 M #11107, L #11108, XL #11109 \$18.95
 XXL #11110 \$19.95
- J Dancing Parrots T' Youth Version**
 Front & back wrap design. Youth Version (parrots eating cheeseburgers). White.
 XS(2-4) #11971, S(6-8) #11972,
 M (10-12) #11973, L(14-16) #11974 \$12.95



YOUTH

J

SMART WOMEN

A Hibiscus Long Sleeve T'

100% cotton, fitted T' (runs small). Teal.
S #11420, M #11421, L #11422, XL #11423
\$25.95

B Tattoo Art T'

100% cotton long sleeve t-shirt, contour fit. Tattoo print on chest, down left sleeve and on back between shoulder blades. Navy Blue.
S #13638, M #13639, L #13640, XL #13641
\$25.95

C Hooded Sweatshirt

Distressed front print. 80/20 Garment washed, kangaroo pouch, white accent stitching 2.5" sleeve & waistband. Camel.
S #13634, M #13635, L #13636, XL #13637
\$36.95

D Contrasting Cap Sleeve T'

60/40, fitted rib t-shirt with distressed print.
S #13618, M #13619, L #13620, XL #13621
\$19.95

E Long Sleeve T'

100% cotton jersey. Womens relaxed fit. Distressed print on chest with accent print on lower right sleeve. White.
S #13534, M #13535, L #13536, XL #13537
\$25.95

F Smarty Pants

100% combed cotton jersey. Slightly flared wide-legged pant with unfinished hems. 90/10 drawstring pants, 3" double stitched waist. Off-centered distressed print on pocket.
S #13538, M #13539, L #13540, XL #13541
\$32.95

G Lone Palm Print

"Taste for the good life, I can have it no other way". 100% cotton ladies 3/4 sleeve top, 1x1 ring spun baby knit rib with all over print.
S #13486, M #13487, L #13488, XL #13489
\$36.95

H Hibiscus Tote Bag

Garment washed cotton bag measures 21"W x 15"H x 6"D. Re-enforced bottom. Snap closure with inside zip pocket. Hibiscus design screened on outside of slit pocket.
#13428 \$22.95



E



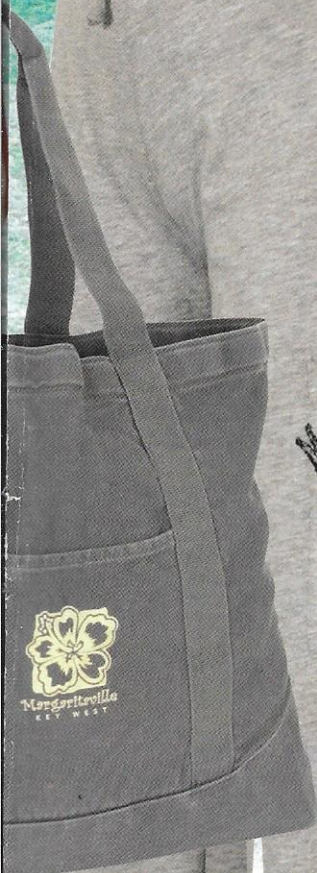
SLEEVE

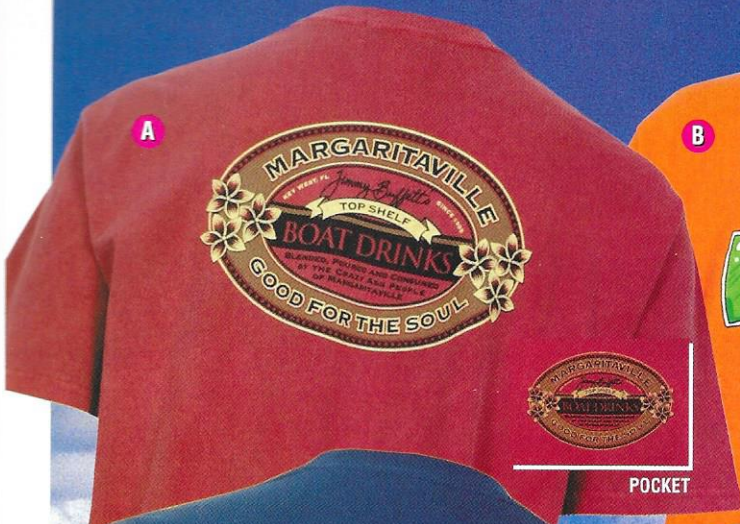
1-800-COCOTEL

1-800-262-6835



BACK





margaritavillestore.com



A Boat Drinks Pocket T'

Blended, poured and consumed by the crazy ass people of Margaritaville. Garment dyed. Brick Red.

M #9905, L #9906, XL #9907 \$19.95
XXL #9908 \$20.95

B "It's Five O'Clock Somewhere" T'

Inspired by the CMA winning song. Orange.

M #11799, L #11800, XL #11801 \$16.95
XXL #11802 \$17.95

C Air Margaritaville T'

Just Plane Fishin' Expedition. Denim Blue.

M #13482, L #13483, XL #13484 \$16.95
XXL #13485 \$17.95

D Slow Pace T'

"I'd Like To Go Where The Pace Of Life's Slow..." Harbor Blue.

M #13577, L #13578, XL #13579 \$16.95
XXL #13580 \$17.95

E Buffett's Biggest Fins

Athletic Grey.

M #13433, L #13434, XL #13435 \$16.95
XXL #13436 \$17.95

F Frozen Concoction Pocket T'

"That frozen concoction that helps me hang on." White.

M #13443, L #13444, XL #13445 \$17.95
XXL #13446 \$18.95

G Frankie & Lola T'

Large front and back design. White.

M #13606, L #13607, XL #13608 \$16.95
XXL #13609 \$17.95

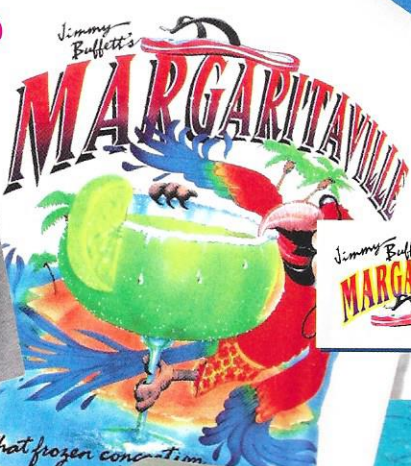
H Board Meeting T'

Going My Wave. Moss Green.

M #13478, L #13479, XL #13480 \$16.95
XXL #13481 \$17.95

I Board Meeting License Plate

Plastic plate measures 12"x 6".
#13204 \$6.95



A 2004 Christmas Ornament

Making a list & peckin' it twice. Colorful 3" diameter glass bulb. Ships in red satin box. #13215 \$9.95

B Holiday Macaw Christmas Parrot

On candy cane perch. Approximately 31". #5755 \$24.95

C Margaritaville Robe

100% cotton OSFA full length bathrobe. Left front "Splash" embroidery, short sleeve, 2-pockets, triple-banded trim and sleeves. Margaritaville embroidered on sash. #13605 \$65.00

D 2005 Jimmy Buffett Calendar

Photos and recollections by longtime Buffett photographer Tom Corcoran. #2242 *Was* \$13.95 / *Now* \$11.95

E Margaritaville 2004 Christmas Cards

Tis the season to remember...That we're never far from home. Box of 20 cards w/envelopes #13370 \$20.00
Single card w/envelope #13371 \$1.50

F 2004 Christmas Design T'

Merry Christmas To All.
S #13411, M #13412, L #13413,
XL #13414 \$19.95 XXL #13415 \$20.95

G Custom Margaritaville Christmas Bracelet

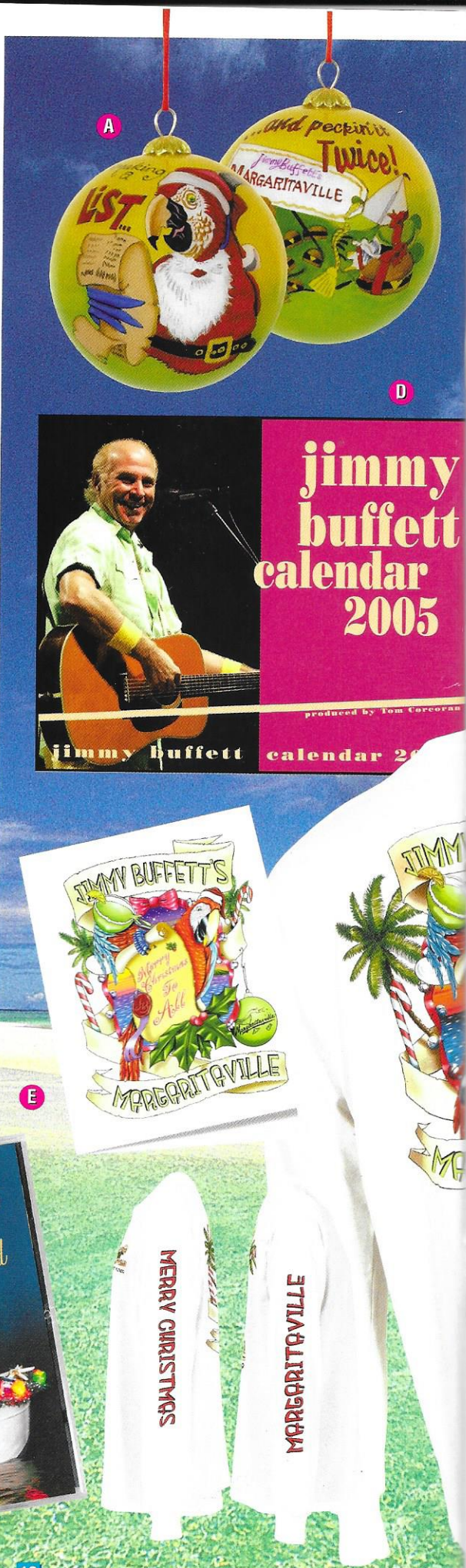
Moretti Glass Lampwork beads, Swarovski Crystals and Sterling Silver Charm bracelet created exclusively for Jimmy Buffett's Margaritaville. Charms include palm tree, stocking, sailboat, Santa, and a dolphin. Glass beads are customized Margaritaville "Cafe" design. Individually boxed with gift card. #13213 \$80.00

H Sailor's Night Before Christmas

A sailor's version of the classic. A tall tale about ol' Cap'n Claus who traveled the seven seas with a team of eight seahorses. Hardback measures 11"x 9", 30 pages. #9794 \$14.95

I Christmas Island CD

Jimmy Buffett's Christmas Collection. Cassette #2721 \$5.98 CD #2720 \$13.98





B

C

F

G

H



1-800-COCOTEL

1-800-262-6835



A Foam Kool Kups

Assorted colors (will vary).
#1353 \$3.00 each or 6-pack for \$15.00

B Nylon Boat Flag

"Time Flies When You're Having Rum".
Measures 18" x 12". Two-sided screenprint.
#11830 \$19.95

C Margaritaville Tequila Wall Mount Opener

Heavy duty cast iron stationary bottle opener is 3" high. Mounting screws included.
#11762 \$9.95

D Palm Tree Key Chain/ Bottle Opener

Metal opener. Measures approximately 3".
Sorry, colors will vary.
#11609 \$4.75

E Palm Tree Cap

6-panel cap. Slide buckle closure. Dark Khaki.
#13683 \$18.00

F Hibiscus Cap

Unstructured six-panel cap in brushed cotton twill, curved bill, velcro closure. Navy Blue.
#13341 \$18.00

G Fly Fast Live Slow Cap

6-panel cap. Slide buckle closure. Charcoal.
#7284 \$18.00

H Can Holder New Design!

Tropical Parrot print neoprene.
#1351 \$5.00

I Custom Margaritaville Neoprene Koozie.

#13395 \$6.95

J "A Pirate Looks At 50" Bandana

OSFA pre-formed bandana with back tie. Skull and crossbones embroidered on front panel. Great for under helmets, construction, beachwear, or bad hair days!
#5307 \$13.00

K Parrot Head Trailer Hitch Cover

Mounts on standard size bumper hitch.
#7164 \$9.95

L Parrot Head License Plate

\$1.00 from each sale is donated to Save The Manatee Foundation.
#1653 \$8.00

M Parrot Head License Plate Frame

#1609 \$8.00

N License To Chill

Become an official card carrying member. Laminated card is standard license size complete with restrictions listed on back.
#13651 \$3.95

LICENSE TO CHILL


Jimmy Buffett's
MARGARITAVILLE

LICENSE NUMBER
18002626835

J B Phanz
1 Particular Harbour
Anywhere, MV 33040

BIRTHDATE	SEX	HEIGHT	EYES
1-1-85	Y	5-7	RED

J B PHANZ
SIGNATURE



A Parrot Bead Anklet

Measures approximately 10".
#13127 \$9.95

B Parrot Bead Earrings

Clay Parrot Beads - bead measures 1/2".
#11786 \$7.95

C Beer is Too Cold Throw

100% cotton throw. Machine washable. Made in the USA. Approximately 72"x 54".
#13331 \$55.00

D Ice Scraper

"Wish I was somewhere other than here" printed on a warm, sheepskin lined canvas mitt with attached ice scraper.
#2691 \$9.95

E Tropical Toe Ring

One size fits most with invisible stretch band, measures 1/2" in length.
#13074 \$5.95

F Margaritaville Mutt Dog Collars

"Margaritaville Mutt Key West" screened on festive Red Hibiscus print.
X-Small 5-10 lbs., adj 6-12" #7814 \$13.00
Small 10-30 lbs., adj 9-15" #1053 \$14.00
Medium 25-50 lbs., adj 14-20" #1054 \$16.00
Large 45-100 lbs., adj 15-24" #1055 \$18.00
X-Large 60-160 lbs., adj 22-30" #1056 \$18.00

G Crazy Socks

"Now I used to go crazy for days at a time, now I'm taking my time with my days." Long sock fits shoe size 6-10. 75% acrylic / 25% nylon.
#13682 \$8.95

H "Cheeseburgers in Paradise" Bib

Bib with string tie.
#13427 \$9.95

I "I Gotta Go Where it's Warm!" Magnet

Measures approx 6.5" x 7".
#10907 \$5.95

J Custom Beads

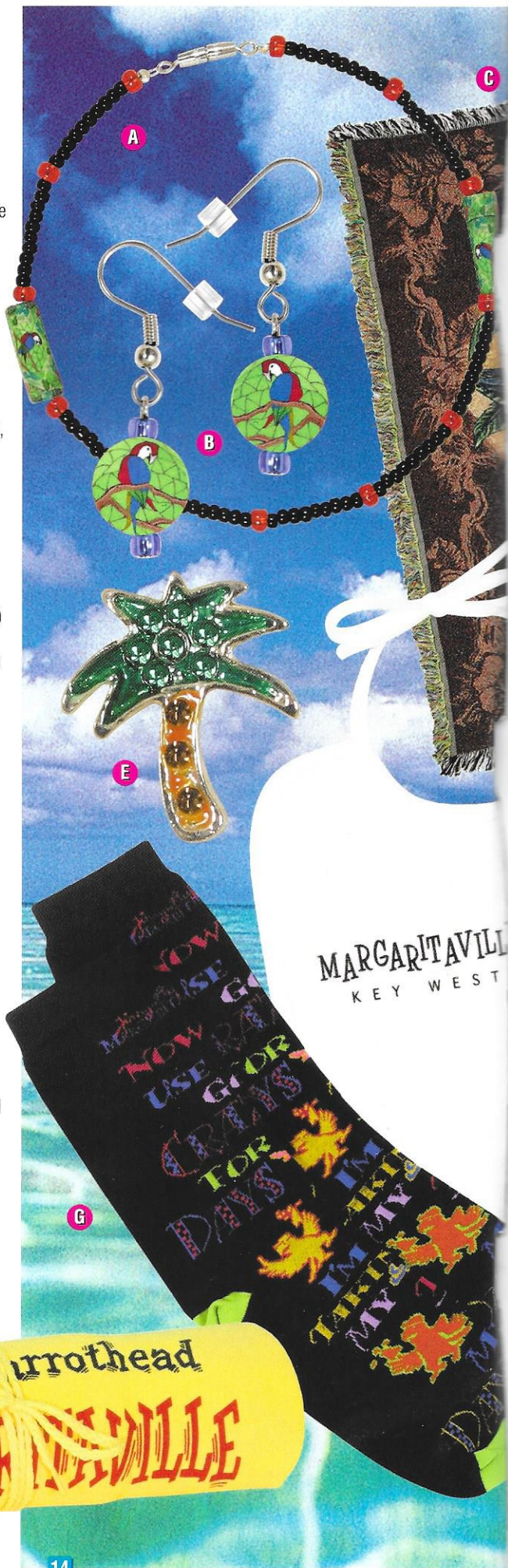
A must for every concert and/or Parrot Head Party. Total bead length approximately 42".
#8114 \$6.99

K Boat Drinks Wall Hanging

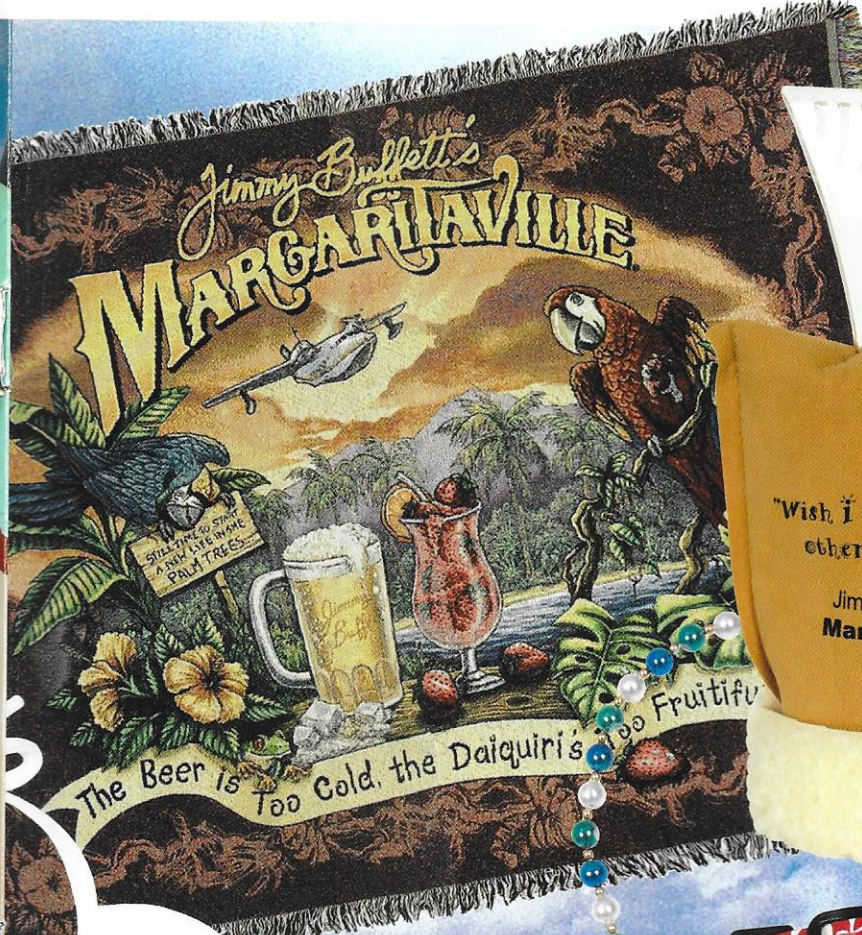
Handcrafted and constructed of recycled steel oil drum barrels in Haiti. A portion of sales will be donated to the American Red Cross - Haiti Flood Relief Fund. Handpainted, may be slight variations. Approximately 10" x 6".
#13347 \$28.95

L "Future Parrot Head" Receiving Blanket

80/20 fleece lined blanket. Meets criteria for fire retardancy for children's apparel. Measures 34" x 30".
#11612 \$19.95



L



"Wish I was somewhere other than here!"

Jimmy Buffett's
Margaritaville
Key West

D

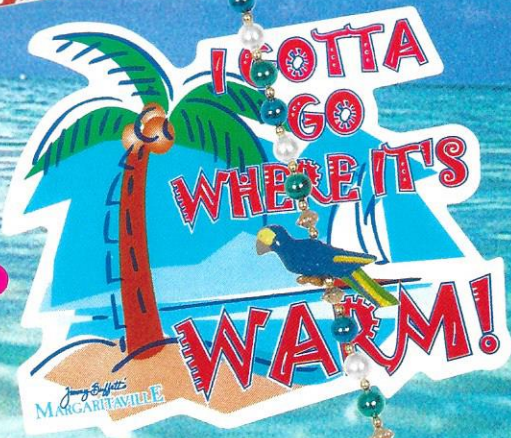


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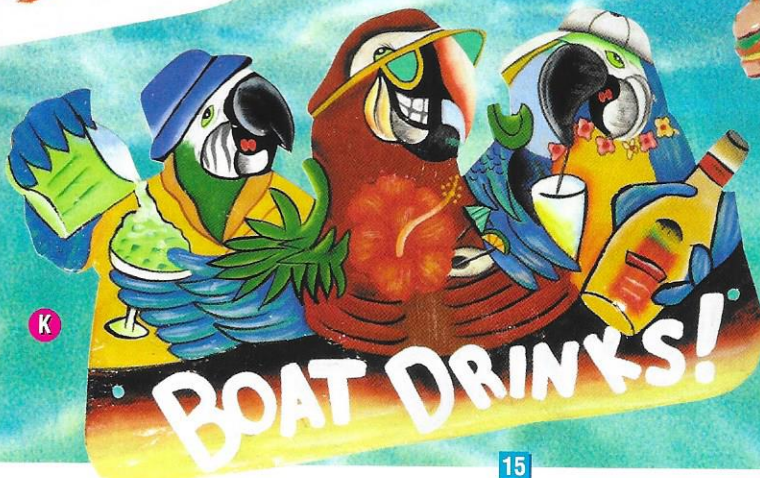
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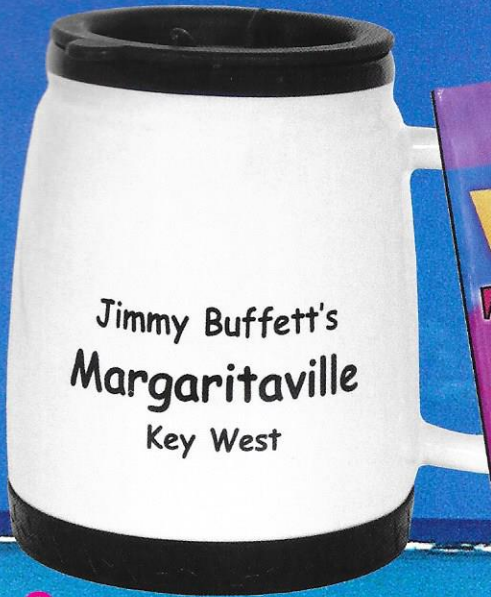


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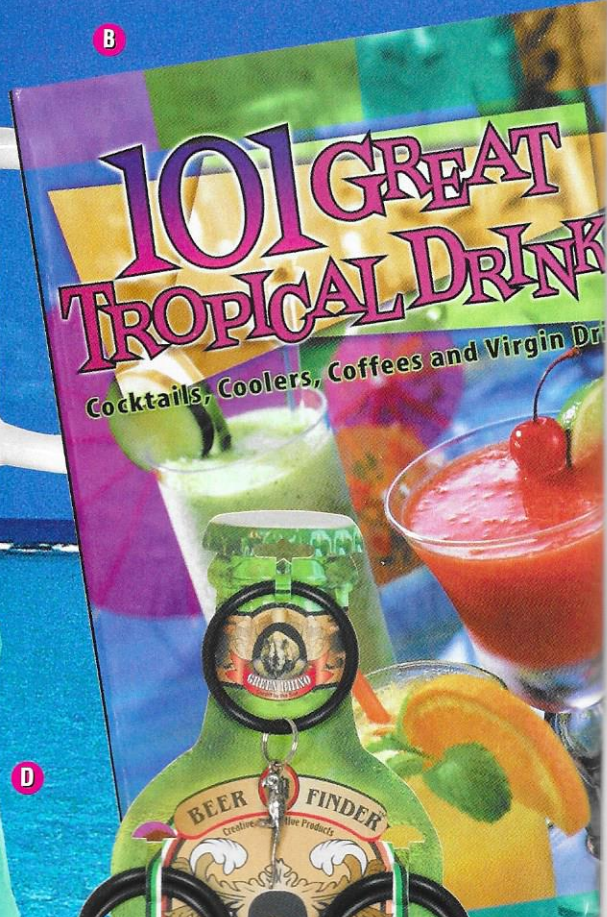


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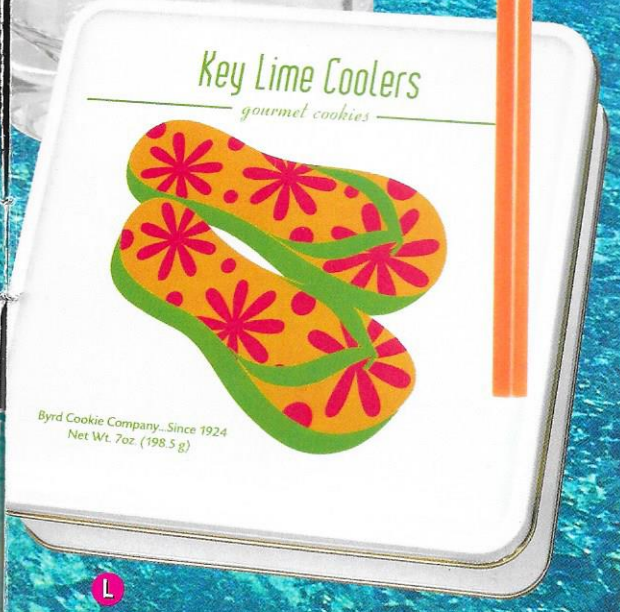


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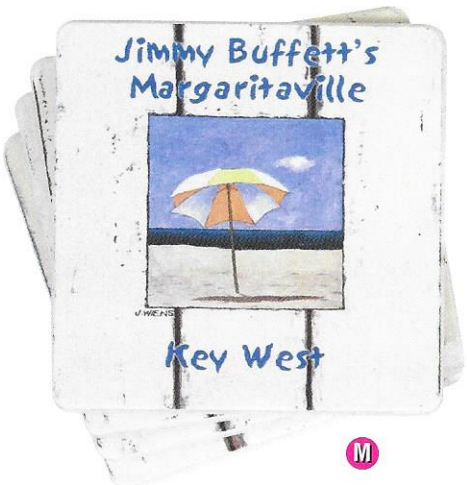
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margaritavillestore.com



- A Captain's Mug**
Heavy duty 16oz. Porcelain Mug with non-skid base and leak resistant lid.
#13339 \$7.95
- B Tropical Drink Book**
101 great recipes, ranging from cocktails and coffee drinks to nonalcoholic beverages and libations. Intriguing anecdotes enliven each recipe chapter. Hardback.
#13380 \$13.99
- C Margarita Mix**
The crystallized flavor of the frozen concoction that helps us hang on. Makes 1 U.S. Quart.
#1203 \$6.00
- D Key Lime Pie Mix**
Just add water. Makes one pie.
#7853 \$8.00
- E Beer Finders**
Never again misplace your bottle at a party! Set of six beer neck rings. Charms include: Margarita Glass, Tequila Bottle, Guitar, Flip Flop, Palm Tree and Parrot.
#11013 \$16.95
- F Beer's Too Cold Mug**
Colorful image on 12oz. glass mug.
#13650 \$9.00
- G Flip Flop Straw**
Individually packaged Foam Flip Flop straw.
#10927 ~~WAS \$3.75~~ **NOW \$2.95**
- H Salt Shaker**
Glass salt shaker with 4 sided green imprint.
#7652 \$5.50
- I Old Fashioned "On the Rocks" Tumbler 12oz.**
glass with Margaritaville Tequila logo and Compass Rose print on base of glass.
#11614 \$7.00
- J Tequila Shot Glass**
Imprinted with Margaritaville Tequila label.
#7294 \$5.00
- K Corona Citrus Blaster**
Squeezes and plunges lime into bottle.
#11358 \$7.95
- L Key Lime Cooler Cookies**
A thin, bite size cookie with a tart key lime flavor. Tin contains approximately 50 cookies.
#1232 \$9.95
- M Sandstone Coaster Set**
4 coasters depicting different tropical scenes.
#13372 \$20.00



A **Business Card Holder**

Two-part Margaritaville embossed leather card holder comes gift boxed.
#13684 \$28.95

B **5 O'Clock Somewhere Magnet**

Plastic magnet measures 2.5" x 2.5".
#13124 \$4.75

C **Parrot Head Welcome Mat**

Measures 18" x 24".
#8231 \$17.95

D **Splash Pen**

Margaritaville etched on top, bottom rubber grip for comfort. Comes in felt sleeve.
#13344 \$9.95

E **Fins Notepad**

Measures approximately 4" x 6". Magnetic backing secures pad for ease of use.
#5896 \$5.75

F **"Trespassers Will Be Shot" Shot Glass**

#13674 \$5.00

G **License To Chill Sign**

Metal sign measures 7 1/2" x 4".
#13681 \$12.95

H **Margarita Lip Balm**

Margarita flavored balm. Comes attached to cardboard margarita glass.
#13685 \$3.50

I **Stern Message Mousepad**

"Relax". Foam mousepad measures 7.5" x 8".
#10966 \$7.95

J **Key West Old Town Roast Coffee**

1/2 pound bag of ground coffee.
#9437 \$6.95

K **License to Chill CD**

Jimmy Buffett's new release.
#13376 \$18.98

L **Cell Phone Holder**

Small adjustable beach chair is made of durable plastic and stand about 4" tall.
#7629 \$4.95

M **Photo Stickers**

Includes 40 Buffett quips and quotables.
#10913 **WAS** \$6.75 **NOW** \$5.00

N **Plush Cheeseburger CD Holder**

Holds 24 CDs/DVDs. Zips shut.
#13399 \$6.95



A



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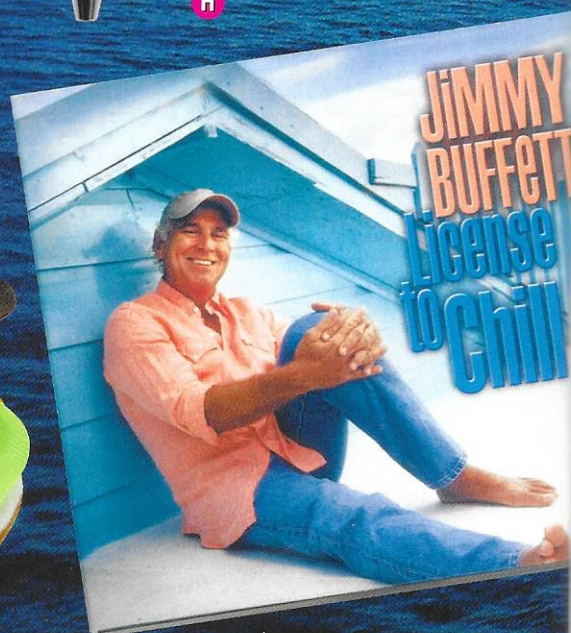
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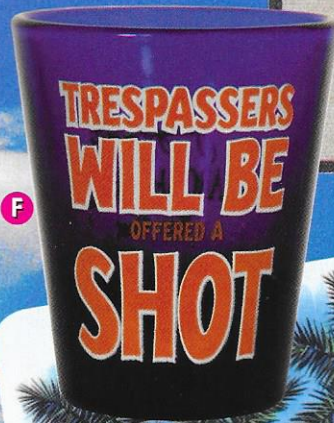
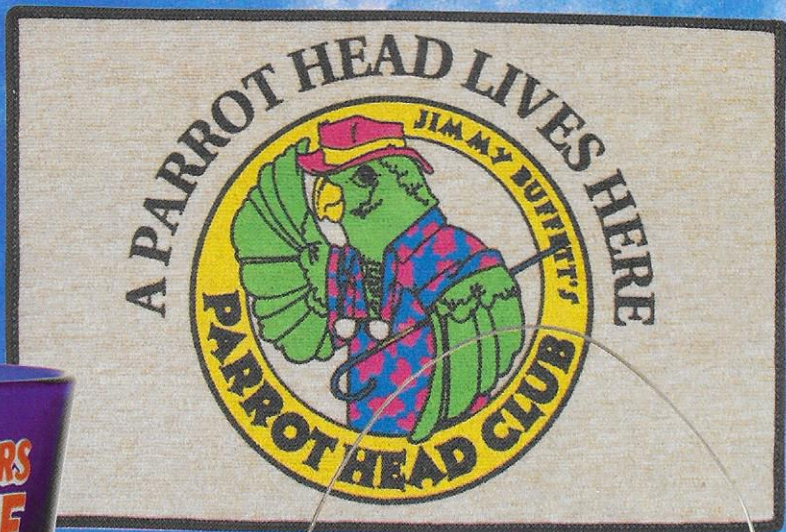


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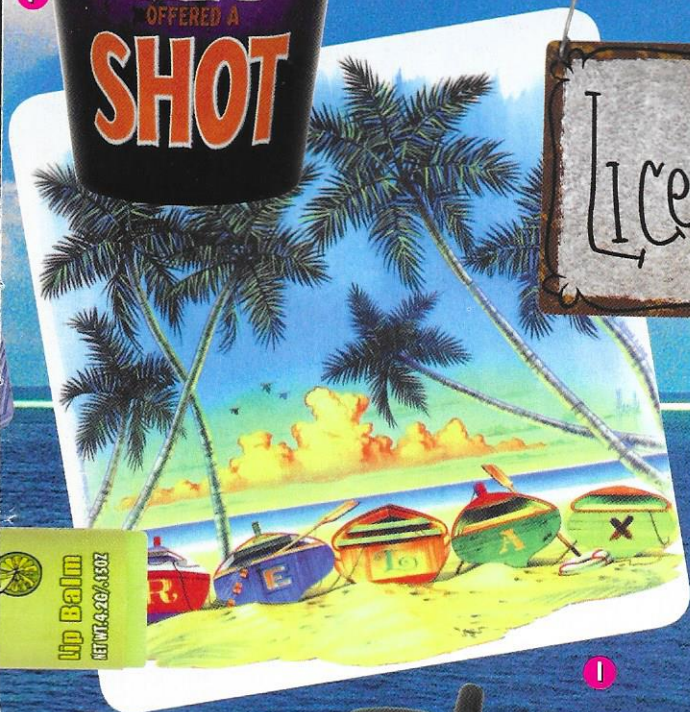




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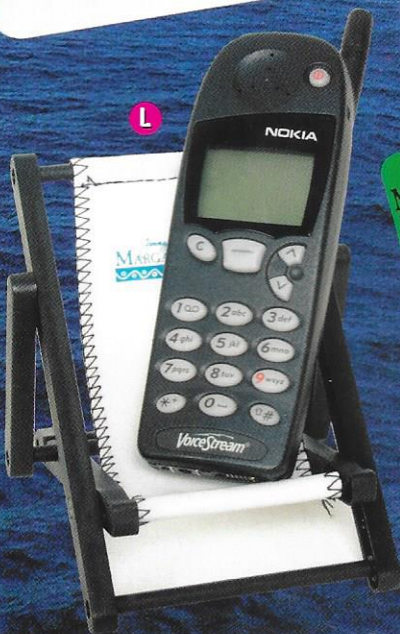


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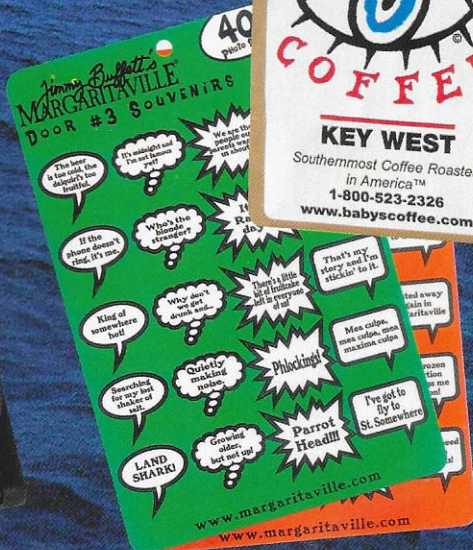


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Fins Ski Cap

Two-Tone Fin Cap features Margaritaville / Fin embroidery.
#13589 \$25.00

Margaritaville Surf Board T'

Long sleeve crew neck T' with distressed design.
M #13642 L #13643 XL #13644 \$25.95 XX #13645 \$26.95



BREAST



Boat Drinks Surf Sign

Hand Painted signs shaped just like a longboard surfboard. 30" X 51/2" sign is antiqued and sealed with two coats of high gloss varnish. Color combinations on the handpainted signs will vary.

#11882 \$38.95

\$5.00 additional S/H charge. Shipped separately. Federal Express not available.

Margaritaville Beach Icon T'

Long Sleeve with horizontal icon display.

M #13630, L #13631, XL #13632 \$25.95

XXL #13633 \$26.95



MARGARITAVILLE 85

CLASSICS NEVER DIE

Day on Vacation Mouse Pad Foam mouse pad, 7.5" x 8". #9119 \$7.95

Parrot Head Prophylactic \$1 from each sale donated to local KW Aids charities. #1018 \$2.75

Margaritaville Mousepad Measures 7.5" x 8". #9229 \$7.95

Corona Talking Opener Durable hard plastic plays "Cervesa Senior?...Oh, Yeah. Corona!" #8089 \$9.95

Shark Flashlight Keychain Push the sharks fin, the mouth opens up and lights up red. Plastic shark measures approx 2" and is attached to keychain. #9880 \$5.50

Oval Magnet Large JB in center, measures approx 4" x 6". #10909 \$3.95

Lime Magnet "If life gives you lemons, make lemonade but if life gives you limes, make Margaritas" Magnet measures 2.5" x 2.5" #7777 \$4.75

Canvas Beach Bag Parrot Fins design printed on one side. Measures 17"W x 16"H. #2957 \$15.00

Jimmy Buffett For President Bumper Sticker "Put a Real Pirate in office" #11686 \$3.00

Weather is Here Decorative Pin Measures approx 2" diameter. #11763 \$4.95

Flip Flop Keychain 2.5" x 1.5" colored foam layered flip flop "Blew out my Flip Flop" imprint. #10929 \$5.00

Custom Margaritaville Fun Lights 12' string of 10 lights (5 palm trees, 5 custom Margaritaville logo signs). #13140 \$13.95

License to Chill Metal License Plate #13357 \$8.00

Talking Pet Toy Squeaking Parrot Stands 6" tall. #3262 \$8.95

Wooden Wine Cork #7626 \$4.00

Margaritaville Playing Cards #13202 \$6.50

Margaritas on the Rocks - A taste of Tequil-Ya! Hard candy 2.75 oz bag. #5692 \$2.75

Temporary Tattoos Set of 5. #8359 \$3.50

Margaritaville Metal Car License Plate Frame #1610 \$8.00

Margaritaville Metal Car License Plate #1654 \$8.00

Inflatable Parrot Measures 15"L x 8"H #5859 \$6.75

Inflatable Plane Measures 15"L x 8"H #5860 \$6.75

Slap Can Koozie Wrap Foam koozie wraps around your beverage. Flip-flop pattern, assorted colors. #9662 \$5.00

Salt and Pepper Set Margarita shaped Salt Shaker, Cheeseburger shaped Pepper Shaker. #9536 \$9.95

Cardboard Coasters Drink More, Feel Better Set of 50, 4.5" diameter. #8092 \$6.00

Gift Certificates Available (merchandise only-not valid at restaurants)
\$10.00 Gift Certificate. #10 \$10.00 \$25.00 Gift Certificate. #25 \$25.00

POPULAR T-SHIRT DESIGNS... on 100% cotton crew neck T-shirts.

Weather is Here, Wish you Were Beautiful Available in Burnt Orange
M #3387, L #3388, XL #3389 \$16.95 XXL #3390 \$17.95

Parrot Fins Available in Harbor Blue
M #2788, L #2789, XL #2790 \$16.95 XXL #2791 \$17.95

License to Chill Available in White
M #13302, L #13303, XL #13304 \$16.95 XXL #13305 \$17.95

Margaritaville Available in White
M #30, L #31, XL #32 \$16.95 XXL #626 \$17.95 3X #9663 \$18.95

These Items Can Be Viewed Online At www.margaritavillestore.com

2004 SILVER MICROPHONE AWARDS

PRESS RELEASE

Jimmy Buffett's Radio Margaritaville of Bradenton, Florida, has been named a National Winner in the Silver Microphone Awards for the year 2004. The competition, in its 20th year, is designed to select the best local and regional radio commercials, audio programs and Web sites created by advertising agencies, audio production companies and radio stations in the United States.

An audio program created for Radio Margaritaville called Road Trip: Ernest Hemingway's Key West was named the National Winner in the category of Tourism/Travel.

The program was written and produced by Carson Cooper.

The Silver Microphone Award competition was open to the more than 40,000 advertising agencies, production studios and radio stations in the United States. Entries in the 39 categories were judged for creativity, production quality, copywriting, talent, and overall effectiveness.

A panel of judges, representing all aspects of the broadcast and advertising industry rated each entry. Four finalists from each category entered a second round of judging to determine the National Winner in each category. The National Winners and National Finalists were among the best radio commercials, audio programs, and Web sites produced within the United States in the last year.

Dear Mr. Buffett,

My name is Lucinda King. I am a graduate student at Indiana University of Pennsylvania in the Criminology Department. your song, Peanut Butter Conspiracy was Dr. Lee's opening presentation for our class discussion on Rational Choice in criminal theory. Rational choice suggests that people commit crimes because they make a conscience choice to do so based on their circumstances.

Your song echoes that same philosophy. It sparked an interesting discussion with our class but left us all with the same question on our mind: did you ever pay back the mini mart

My instructor has offered extra credit to anyone who receives a response from you in regards to our class discussion (and I always enjoy a challenge). I realize that you are extremely busy, but please respond back to me via mail or email if possible.

Thanks for your time,

Lucinda King

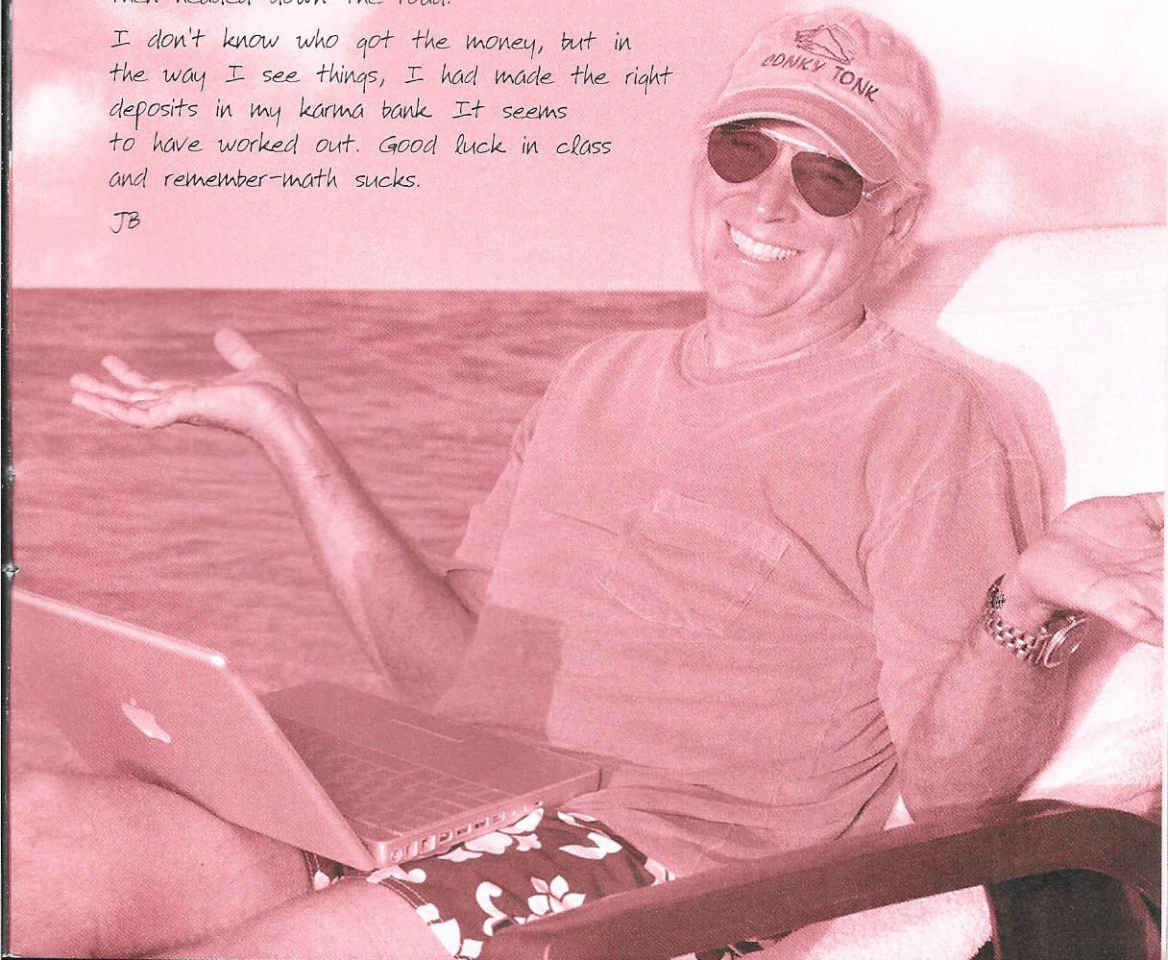
Dear Lucinda,

Thanks for your note. Let me just say that back in my days as the Butch Cassidy of Hattiestburg, Mississippi, I never thought I would be the subject of a criminology class. It is amusing and I am honoured.

So, to answer your question, yes I did pay the mini-mart back. Several years after my struggling college days, I was out of debt and doing quite well and I found myself on a long bus ride from Tennessee to New Orleans. It was very late at night, when we passed through Hattiestburg and I had my bus driver pull off the Interstate and go through town, where I got out at the two stores I used to frequent and slipped a couple of hundred dollar bills under the door of each and then headed down the road.

I don't know who got the money, but in the way I see things, I had made the right deposits in my karma bank. It seems to have worked out. Good luck in class and remember-math sucks.

JB



Jimmy Buffett

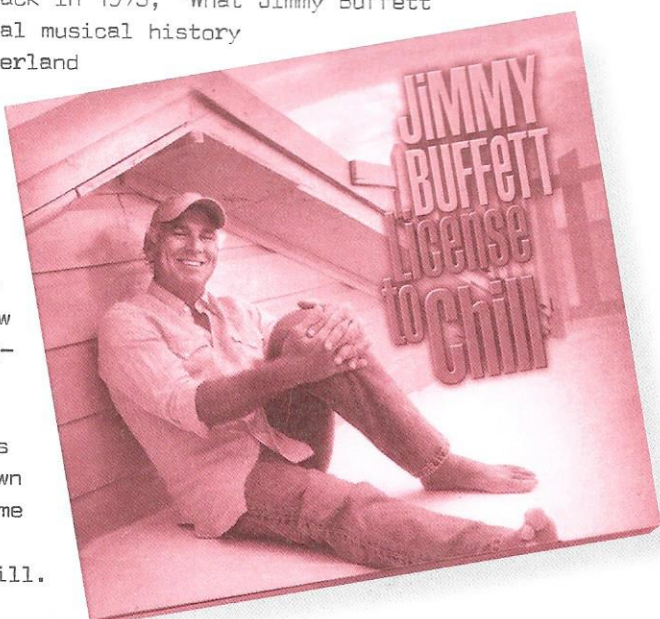
Buenos Aires, Argentina, 12 March '04

Cowboys and country singers seem to be spending more time at the beach. Have you noticed? Well, not being one to let a cultural phenomenon pass me by like a misguided comet, I was happy to see the migration coming my way. As you well know, I have been parked on the beach for a while and the older I get, the more attached I become to it, like some hermit crab holding onto his shell.

Picture this. It is a summer day in 1942 and a young welder/musician finishes his workday at the local shipyard on the banks of the Mobile River, where he has migrated from Montgomery. He is fastening huge steel plates together with his high voltage statically charged welding torch that will eventually become the hull of a Liberty ship that will carry supplies to the American army locked in deadly combat across the Atlantic and Pacific. It is a hot day and welding steel plates in the heat of the Alabama summer is a far cry from driving an ice cream truck, and ice cream is not the thirst quenching choice of this boy.

The whistle blows at five. He changes clothes in his truck, tosses his guitar in the front seat and races out of the parking lot with the rest of the day shift. Most of them line up to make the journey through the Bankhead Tunnel back to Mobile, but our welder hangs a right. He stops on the causeway to fill a cooler with ice and beer and buys a few pounds of boiled shrimp. In Daphne he stops at a local cafe where he plays guitar on the weekends. A lovely young waitress springs from behind the screen door and hops in the truck. The radio is turned to the local country station as they travel down U.S. 98 through Fairhope, Magnolia Springs, Foley, Bon Secour and finally to the spot where the potato fields and pecan orchards give way to white sandy beaches and clear cool waters. The place is called Gulf Shores - as it should be.

Most of this story, I just made up, because that is what writers do. But, part of it is true. Hiram Hank Williams worked at the Alabama Drydock and Shipbuilding Company from 1942 to 1944. In his own handwriting, he scribbled his occupation on his job application as "welder/musician". I know this because I read the file after my mother discovered it when she worked at the shipyard. She thought it was something I would be interested in. She was right. As my brother-in-law, Thomas McGuane wrote in the liner notes for "A White Sport Coat and a Pink Crustacean" back in 1973, "What Jimmy Buffett knows is that our personal musical history lies at the curious hinterland where Hank Williams and Xavier Cugat meet with somewhat less animosity than the theoreticians would have us believe." They were great words but I really didn't know then what they meant. Now I do. I have been a country singer for a long time. So here's to Hank and all the great cowboys and cowgirls who came down to the beach and helped me apply, study for and be granted my license to chill.



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