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# The (former) Most Interesting Man is now selling wi-fi routers

Posted by [Richard Peck](#) | 05 Dec, 2016

After Dos Equis blasted him to Mars last spring to make room for a younger pitch man, former "most interesting man in the world" Jonathan Goldsmith has made his grand return to advertising with a new gig selling wi-fi routers.

In an ad for hardware maker Luma, the debonair actor sports hip glasses and a skinny tie as he rants about how "weak-ass wi-fi" is an affront to human rights. "Yeah, it's me. The guy from those ads you liked a lot," he says to the camera. "Turns out I'm a real person."

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