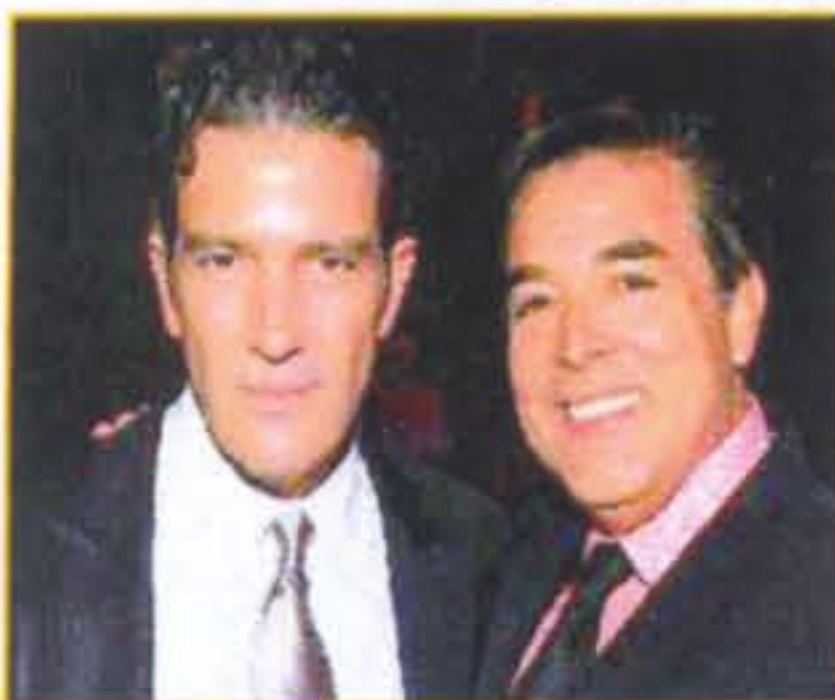


## NEWS BRIEFS...

### Reyes Entertainment Celebrates 10-Year Anniversary

LOS ANGELES, CA—Reyes Entertainment, a pioneer in Hispanic entertainment marketing in Hollywood, celebrates ten years in business this month, servicing some of the top Hispanic names and projects in Hollywood.

The award-winning agency was founded in 1997 by Latino entrepreneur Gabriel Reyes.



**Antonio Banderas and Gabriel Reyes**

He and his company have played a key role in the success of many of today's Latino brand names in entertainment and media such as Ugly Betty, George Lopez, Latina Magazine, Jennifer Lopez, Gregory Nava, Cristina Saralegui, American Family, Nely Galán, The Swan, Spanglish, Eduardo

Verastegui, and many others.

"I'm pleased to have reached this milestone with my business," says Reyes. "When I began in this business more than 15 years ago, few people in Hollywood could envision what we now refer to as 'The Latino Market'. I am very happy now to see the incredible gains we Hispanics have made in Hollywood."

Reyes was recognized by Hispanic Magazine as one of its Top Latino Entrepreneurs and was named by Hispanic Business Magazine as one of the 100 Influential Hispanics in the U.S. He was also named one of 100 Latinos on the Move by Latino Impact Magazine and one of Ten to Watch in Hispanic Magazine's Hollywood Issue.

### FSU to Offer first of its kind Online Hispanic Marketing Communication Course

TALLAHASSEE, FL- On January 2007, the Florida State University Center for Hispanic Marketing Communication began offering an online course in Hispanic Marketing Communication.



**Dr. Felipe Korzenny**

The center is headed by Dr. Felipe Korzenny. "We are proud to satisfy the demand of many marketers in US industry that have requested an online course in Hispanic Marketing Communication. "This is the first online offering of its kind and will make the content of our

on-campus courses available to anyone in the world with an interest in the subject", said Korzenny.

The fifteen week course is recommended for professionals currently addressing the Hispanic market, or those who would like to start a Hispanic marketing initiative.

### Solano Promoted to Sr. Vice President of Consumer Marketing at Telemundo

MIAMI, FL—Susan Solano, who has been with Telemundo since 1991, has been promoted to senior vice president of consumer marketing for Telemundo. Solano's new responsibilities include definition, execution and implementation of marketing strategies for the network. She will report to Antoinette Zel, senior executive vice president of network strategy.

### Ochoa Launches Padma Media & Marketing

LOS ANGELES, CA—Mexican-American marketing and PR veteran Ana Lydia Ochoa has launched her full-service agency, Padma Media & Marketing in Los Angeles. The full-service communications agency will be dedicated to providing strategic counsel in all areas of public relations, publicity, marketing and advertising.

PMM's first client is Americas United Bank, California's first Hispanic-owned and operated bank to open its doors in the state in 30 years. Prior to starting her own business, Ochoa worked at RL Public Relations + Marketing in its flagship Los Angeles office on the Sears account

### TvPromo International Launches Grass-Roots Campaign for Charmin Ultra

MIAMI, FL—TvPromo International has developed a grass-roots strategy campaign in hopes to make Charmin Ultra appealing to Los Angeles consumers' life style. TvPromo International has estimated to reach about 2.0 Million consumers with this unique promotion that includes a Charmin Ultra Dispenser Mobile, a creative, branded golf cart with Charmin Ultra dispensers that aim to capture consumers' attention that will distribute print piece with coupons and branded premiums; An Interactive Restroom advertisement where consumers will be impacted within woman's restrooms at various strategic locations; Poster-ads inside restroom stalls will invite consumers to try Charmin Ultra.

In addition, a strategic radio spot will be produced in order to create awareness, as well as Radio Remotes, where 27 radio remotes and van will visit throughout Los Angeles.

*(Continued on page 3)*