

October 2, 2006

For Immediate Release

PromoWorks®

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MiCONEXXIÓÑ: NEW HISPANIC MARKETING RESOURCE FOR PACKAGED GOODS MARKETERS

MiConexxióñ delivers a turnkey solution to help brands identify, target and sell more efficiently to Hispanic consumers.

(Schaumburg, Ill., October 2, 2006) – MiConexxióñSM, a new [Hispanic marketing](#) resource, offers packaged goods brands a “one-stop” marketing solution to reach Hispanic consumers at the high indexing stores of major grocery retailers. With one call to MiConexxióñ every detail of an entire [in-store marketing](#) program will be prepared and managed – from hiring and training bi-lingual demonstrators, designing culturally-relevant creative concepts and collateral material, to providing full accountability through real-time web-based program reporting.

“There are currently over 41 million Hispanics in the U.S.,” said Jon Bos, Executive Vice President of PromoWorks, one of the three companies that comprise MiConexxióñ. “It is a growing population that will reach more than 47 million by 2010. That translates into a current estimated \$700 billion in purchasing power, projected to be as much as \$1 trillion in just four years. The combined experience and expertise of our MiConexxióñ alliance allows us to tap into this market with confidence and credibility - immediately.”

MiConexxióñ is a strategic alliance among three leading customer marketing specialists including: PromoWorks, a Schaumburg, Illinois-based marketing services company, Malone Advertising, headquartered in Akron, Ohio; and Custom Consulting Group, located in Raleigh, North Carolina. “There are many benefits for manufacturers to contract with us,” said Carlos Oliva, President of Custom Consulting Group, “The growing Hispanic population is increasingly important to marketers. MiConexxióñ provides an efficient way to reach this desirable target audience – in their language and appropriate to their culture – when they are making their shopping decisions.”

MORE – MORE – MORE

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“MiConexión works because we communicate with the consumer while she shops, where she is comfortable, and when she is looking for ways to nourish and enrich her family,” said Fred Bidwell, President of Malone Advertising. To learn more visit www.MiConexxion.com

ABOUT MICONEXIÓN

MiConexión is a strategic alliance among three best-in-class customer marketing specialists. Together, their mission is to connect brands and Hispanic consumers in-store through effective turnkey co-marketing solutions that [drive trial](#), traffic and sales.

Custom Consulting Group, LLC

Custom Consulting Group is a full-service consulting firm specializing in [Hispanic consumer insights](#) and strategy for consumer packaged goods, healthcare, and the communications industry. The firm, with capabilities that include strategic marketing, brand management and new product development, has experience with the most recognized Fortune 100 companies in the US and internationally.

Malone Advertising, LLC

Malone Advertising is a full-service consumer promotion and customer marketing agency that serves national and regional clients. The agency provides strong brand-building capabilities and a specialization in retail and distribution channel marketing. Located in Akron, Ohio, the agency has offices in Rogers, Ark., Minneapolis, Minn., Los Angeles, Calif., and New York, N.Y.

PromoWorks, LLC

PromoWorks is a respected leader of in-store sampling and retail-entertainment events and promotions. Representing more than 200 consumer packaged goods manufacturers, PromoWorks regularly designs and executes sampling programs nationally in the grocery, mass merchant, drug, convenience, home improvement, and specialty classes of trade. Known for leadership through innovation, PromoWorks brings continuous improvement processes with proprietary technology, products, and services. Clients rely on PromoWorks' experience, industry knowledge, accountability, and National Trade Group to raise the ROI of their promotion dollars.

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