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TO BUSINESS EDITORS:



## **Marketing Experts to Discuss New Strategies and Tools to Reach U.S. Hispanics**

MIAMI, FL, January 26, 2006 -- New strategies and tools being used to reach U.S. Hispanics will be the focus of the 4<sup>th</sup> Annual Innovations in Hispanic Marketing Conference. To be held March 14-16 in Miami, the conference will feature presentations by leading Hispanic marketers and advertisers.

Pete Bosse, Vice President of Emerging Businesses at Best Buy, will discuss new strategies being implemented to target the needs of Hispanic consumers. Kevin Miller, Senior Vice President of Business Development at ABC Radio Networks, will talk about the growing success of today's Latin radio and how Hispanic youth movements such as 'Reggaeton' are going mainstream.

Miguel Muñoz, Manager of Hispanic Community Relations for Southwest Airlines, will provide the audience with insights on how the airline is reaching out to the Hispanic community at a grass roots level, and how outreach impacts brand perception and consumer response. Arturo Nuñez, Vice President and Managing Director of Latin America and Hispanic Markets for the National Basketball Association, will discuss how the sports league is marketing to a growing Hispanic audience, not only to boost interest in the league among Hispanics, but also to promote the sport.

Conference speakers will include Hispanic marketing practitioners from a wide range of industries and companies, including GoTV, Microsoft, Kraft Foods, Time Warner, General Mills, and Clear Channel.

Organized by Miami-based MFM Trade Meetings, the conference is open to professionals responsible for Hispanic or multi-cultural marketing, interactive marketing, consumer research, branding, advertising, communications, media planning, business development and merchandising.

Details and registration information can be found at [www.trademeetings.com](http://www.trademeetings.com) or by calling 1.866.636.7350, toll-free in the U.S. and Canada.

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