



For Immediate Release  
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**Urban Marketing Corporation of America (UMCA)  
Appoints Giancarlo Pacheco  
President of Asian Pacific Division**

**To Work With Existing Client Base  
While Developing New Strategic Partnerships**

Los Angeles, CA (February 26, 2006) - Urban Marketing Corporation of America (UMCA) has appointed Giancarlo Pacheco as President of UMCA's Asian Pacific Division. In his new position, Mr. Pacheco will be responsible for running the department, overseeing all aspects of Asian Pacific marketing campaigns executed on behalf of existing UMCA clients as well as developing new partnerships.

Mr. Pacheco brings to UMCA invaluable years of media, agency and client expertise in Asian Pacific American marketing. Born in the Philippines of Filipino, Chinese and Spanish descent, he embodies the APA melting pot that makes up one of the most compelling segments of the American population. He is one of the founders of Asian Pacific American Event Entertainment and in 1995 started Climax Global Entertainment LCC, the largest events production company dedicated to staging events specifically for Asian Pacific youths and young adults. In 2001 Mr. Pacheco co-founded the Plan C Group Inc holdings company in order to better reach the APA market through multiple channels. As President/Partner, Pacheco oversaw divisions in event management, music (Catch Music Group LLC), new media, apparel (Dope, USA) and marketing (Plan C Agency LLC). Clients included Anheuser Busch, Diageo, Harrah's Entertainment, Verizon Wireless, Universal Films, MTV Films, New Line Cinema, Sony Pictures and Comcast. Pacheco is a graduate of San Francisco State University, with degrees in Organizational Communications and Marketing.

Pacheco's strengths center around developing non-traditional methods to create and deliver exciting global events and concerts, execute peer to peer marketing campaigns, interactive marketing, celebrity endorsements, and reach first influencers within the community.

“Giancarlo is a valuable piece to the UMCA puzzle as we deliver the Asian Pacific market for existing and new clients. He is a super talent that our clients are going to love to work with,” said Carl Rouché Washington, UMCA President. “There’s no one more innovative, experienced and poised than Giancarlo to lead UMCA’s success in transforming world culture into benefits for our clients,” added UMCA CEO Damon Haley. “His track record of excellence is impeccable and he truly believes in our philosophies of creatively connecting with consumers of color - all colors.”

UMCA prefers to look at the Urban Asian Pacific market more in geographical terms, focusing on the dense areas within the top US APA markets. UMCA specializes in analyzing and interpreting how a cluster of different Asian Pacific and non-APA cultures interact, and uncovering the motivators that leverage the “connective tissue” between them all. Part of UMCA’s process includes looking not only at how the brand fits into the culture of the Asian Pacific American market segment, but how the product itself fits into the larger culture.

#### About UMCA:

UMCA is a current leader in multicultural marketing, servicing clients such as Nickelodeon, Disney’s SOAPnet, Nike, Focus Features/Rogue Pictures, PepsiCo, and Brand Jordan. The Los Angeles based company has made a name for itself as the marketing firm that connects its clients with consumers of color - all colors. Washington and Haley, who developed and managed urban outreach for Reebok and Nike respectively for 13 years collectively, formed the marketing firm seven (7) years ago. The two combined their entrepreneurial skills and marketing know how with their shared theories on urban marketing to start a full service marketing firm that has provided winning campaigns for many best in class brands. UMCA measures success not by the millions of dollars in marketing budgets that they have been entrusted to manage but by over delivering for the marketing executives who hire them.

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For further information on UMCA please go to [www.urbanmca.com](http://www.urbanmca.com) or contact:

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