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**FOR IMMEDIATE RELEASE:**

## **URBAN MARKETING CORPORATION OF AMERICA EXTENDS REACH TO THE HISPANIC MARKET**

*UMCA FORMS NEW ALLIANCE TO CREATE A HISPANIC DIVISION  
WITH FULL SERVICE MARKETING CAPABILITES*

**Los Angeles, CA, (July 15, 2003)**--URBAN MARKETING CORPORATION OF AMERICA (UMCA) has formed a joint venture with Los Angeles based Hispanic entity EXCELSUS Multicultural Event Management to form UMCA/EXCELSUS, announced Carl Washington, UMCA President.

The two highly successful consumer products marketing firms have established an alliance to provide high level Hispanic marketing, promotions and event planning to consumer products corporations seeking entry or more direct marketing to the Hispanic segment. Excelsus will integrate its repertoire of marketing services under the UMCA banner to form UMCA/EXCELSUS. The alliance will allow the two entities to create one division with extended connectivity to the burgeoning Hispanic market and to capitalize on each principal's market strengths. UMCA/EXCELSUS principals, which include Washington, Damon Haley, Sr. VP UMCA and Luis Martinez, President, Excelsus, have over 40 years of marketing experience between them.

"Luis is a successful and seasoned professional with over 22 years of Hispanic marketing experience, who has assisted and worked with several Fortune 500 companies to get very high visibility and recognition with Hispanic consumers," said Washington. "We're no strangers to ethnic marketing—we've been successful in the African-American, Asian-American and Hispanic segments for a few years—however we feel, creating a Hispanic division headed by Luis, who is unquestionably an expert in his field, will elevate UMCA's position as a leader in Hispanic marketing."

The new division will provide unparalleled Hispanic marketing services to Fortune 500 companies. The UMCA/EXCELSUS vision is to create Hispanic marketing programs by utilizing successful principles of general market agencies, while implementing experiential marketing that reaches consumers via highly important aspirational lifestyle activations. "UMCA is committed to the Hispanic market, not

just because our clients have experienced extraordinary success and growth among Hispanic consumers, but the reality is that the Hispanic market is growing faster than the general market," said Haley. "Soon, and I mean very soon, that market will be what we consider the general market and with such tremendous growth on the horizon, it's our job to ensure UMCA and its clients are prepared to reach that market most effectively."

"The resources UMCA/EXCELSUS will be able to offer its current and future clients are unique in that our specialty is strictly Urban Marketing," said Martinez. "With cutting edge programs that adapt to the new wave of ethnic consumers all under one umbrella, we are poised to offer our clients measurably more successful programs."

UMCA is a current leader in multicultural marketing, servicing such clients as Nike, Foot Action, Sega, Warner Brothers Studios, MGM and HBO. The Los Angeles based company has made a name for itself as the marketing firm to reach today's consumers—consumers of color. UMCA's conception, just under 4 years ago, came about when Washington and Haley, who managed urban outreach for Reebok and Nike respectively, decided to start their own marketing firm. The two combined their entrepreneurial skills and marketing know how with their shared theories on urban marketing to start the full service marketing firm. UMCA has become a branding success story that boasts revenue growth from six hundred thousand in its first year to a projected ten million for 2003.

Excelsus, founded two years ago by Luis Martinez, brings similar marketing capabilities and mirrors UMCA's vision to provide consumer products corporations with the most efficient and cutting edge marketing tools to reach consumers of color-- all colors. Prior to forming Excelsus, Martinez was VP/Director of Multicultural Programs for General Motors "R" Works on behalf of the West Coast division of The Inter Public Group, where he exclusively serviced General Motors for over two and a half years. Excelsus' client roster includes Kobrand Corporation, Greyhound Lines, Inc. and AMERMEX International.

For more information on UMCA and its services, please visit [www.urbanmca.com](http://www.urbanmca.com)

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