



For Immediate Release
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**Urban Marketing Corporation of America (UMCA)
Appoints Juan M. Maya
President of Latino Division**

**Initial Projects To Include Nickelodeon and SOAPNet
While Developing New Strategic Partnerships**

Los Angeles, CA (October XX, 2006) - Urban Marketing Corporation of America (UMCA) has appointed Juan M. Maya as President of UMCA's Latino Division. In his new position, Mr. Maya will be responsible for running the division, overseeing all aspects of Latino marketing campaigns executed on behalf of UMCA clients as well as developing new partnerships. Mr. Maya's first responsibilities include launching a US Latina second-generation grassroots program for SOAPnet and identifying partners for Nickelodeon's Go Diego Go! 2007 Live Tour.

Mr. Maya brings to UMCA invaluable years of Hispanic media, agency and client expertise. He was instrumental in creating Hispanic grassroots marketing strategies for the MLS (Major League Soccer), the Golden State Warriors and the San Francisco Giants. In addition, Mr. Maya has worked closely with lifestyle brands such as Macy's, Jose Cuervo, Smirnoff Ice and Comcast and was a critical component to the development of each company's multicultural goals and initiatives. "In joining UMCA, I saw a golden opportunity to work with the pioneers and torch bearers of urban marketing. My Hispanic marketing experience and resources paired with UMCA's intelligence, integrity, and vision will allow us to provide clients a fully comprehensive and direct connection to this vital market," said Mr. Maya. "For years UMCA has been practicing what is now considered the future approach to multicultural marketing," he continued. Their vision uniquely positions us to help corporations that truly want to succeed in aligning their brands, products and services to this \$798 billion marketplace."

“Over the past ten years, the word ‘urban’ had become synonymous with ‘African American’ in most marketing circles, and most corporate attempts to reach the ‘urban’ market had centered on the African-American community,” said UMCA CEO Damon Haley. “UMCA, however, for years has been taking a more holistic approach to urban marketing. Instead of focusing just on the color of the target segment, UMCA concentrates on the environments that nurture urban cultures and trends. We see the urban market as comprehensive as it truly is, and bringing in Juan to run our Latino division reflects our commitment to a fully integrated multicultural approach.”

UMCA prefers to look at the Urban Latino market more in geographical terms, focusing on the dense areas within the top US Hispanic markets. UMCA specializes in analyzing and interpreting how a cluster of different Latino and non-Latino 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 Hispanic market segment, but how the product itself fits into the larger culture.

“In addition to his expertise within the US, Mr. Maya’s strategic partnerships with the top independent urban marketing agencies in Mexico City uniquely allows for our clients to always have accurate and timely intelligence about ‘what’s next’ in the streets of Mexico months before the trends spillover into some of the major Hispanic markets here,” said Carl Rouché Washington, UMCA President.

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 or contact:

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