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NYSE DOW JONES INDUSTRIALS			
RUSX	2262.59	-2.41	-0.11%
NASDAQ COMPOSITE			
YHOO	41.30	+0.10	+0.24%
YHOO INC			
POOL	54.72	-0.02	-1.12%
POOL			
ADBE	34.52	-0.02	-0.09%
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SBUX	31.66	+0.16	+0.51%
STARBUCKS CP			

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Press Release

Source: MultiCultural Media Expo

## MultiCultural Media Expo Announces 2006 Media Award Winners

Monday February 27, 3:21 pm ET

LOS ANGELES, Feb. 27 /PRNewswire/ -- Following a two-day conference and the opening of the expo floor, the MultiCultural Media Expo announced today its first annual award winners at a ceremony sponsored by Microsoft at the Los Angeles Convention Center. The media awards recognize companies and individuals that demonstrated excellence and dedication during Expo presentations and exhibits.

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"Participants heard from more than 40 high quality speakers during two intense days of discussion and experienced first hand a variety of concepts on the show floor," said David Takata, MultiCultural Media Expo president. "The 2006 MultiCultural Expo Media Award winners are true leaders in every respect and we are proud to be associated with them."

Outstanding Conference Presentation Awards were selected by audience participants. Winners included Michele Azan of Terra Networks for Research; Deborah Gray-Young for Multicultural Ad Agency; Gwendolyn Kelly of American Family Insurance for

Multicultural Advertiser; Shawn Marshall of the Radio Advertising Bureau for Association Representative; Fernando Espuelas of VOY Group for Multicultural Internet; Edward Schumacher Matos of Rumbo for Multicultural Publishing; Reginald Denson of Clear Channel Katz Advantage for Multicultural Radio; and Joseph Schramm of Schramm Sports & Entertainment for Outstanding Conference Moderator.

Best Expo Floor Display Awards were selected by a group of judges who were looking for excellence in promoting their form of media or service. The winners included Mobile Vision Marketing for Advertising; Los Kitos for Internet; del Rey Marketing for Media Services; Border Media Partners for Radio Station(s); VOY Group for Start-Up Company; LATV for Television; Rumbo for Publishing; and RealTalk LA for Best of Show.

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Chairman Awards were presented to visionary firms and individuals advancing business in the multicultural media markets. They included ImpreMedia for Visionary Print Media; Discovery Networks for Visionary Company in Television; ESPN Deportes for Leadership in Multicultural Media; Microsoft for Visionary Firm in Technology; and Ernest Bromley for Industry Visionary. In addition, two special awards were presented to Radio Advertising Bureau for Association Partner of the Year; and the Adweek Magazines for Partner of the Year.

Added Takata, "The show surpassed many of our greatest expectations and the competition for this year's awards reflects our belief that if we set high standards, conference and expo participants would rise to the occasion."

#### About the Expo

MultiCultural Media Expo 2006 was held at the Los Angeles Convention Center from February 22-24, 2006. Industry presentations include a panel presented by the Radio Advertising Bureau (RAB) and participation from the National Association of Hispanic Publications (NAHP), Asian-American Advertising Federation (3AF), and the Globalization & Localization Association (GALA) member firms.

Companies participating in the conference and expo include Adweek, AIM Tell-A-Vision, Arbitron, AZN Television, Border Media Partners, Brandweek, Bromley Communications, CNN en Espanol, Club Deportivo Chivas USA, Comcast, Discovery Communications, Elephant Advertising, en Espanol, ESPN Deportes, Firestone Communications, IHEARU Wireless, ImpreMedia, Interep, IW Group, Los Angeles Galaxy, Latin Force, LATINTHRE3, LatinVision, LATV, Marketing y Medios, Mediaweek, Meredith, Microsoft, Mobile Vision Marketing, MTV, Nielsen Media Research, Oxygen Media, Portada, Rumbo, Schramm Sports & Entertainment, Si TV, Terra Networks, Turner Broadcasting, Univision Radio, Urban America Television, Veranda Entertainment, and VOY Group.

Information about the show is at <http://www.mcmexpo.com>

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Source: MultiCultural Media Expo