



FOR IMMEDIATE RELEASE

**LaVERDAD Marketing & Media Awarded
2006 Diversity Circle of Excellence Award
Nominated by Procter & Gamble**

CINCINNATI, OHIO, November 13, 2006 – Nominated by The Procter & Gamble Company, LaVERDAD Marketing and Media was recently awarded the 2006 Diversity Circle of Excellence Award by the Cincinnati USA Regional Chamber of Commerce.

In an awards ceremony held November 10, at the Duke Convention Center, President and CEO Mike Robinson accepted the award on behalf of the company. During the annual diversity gala, LaVERDAD received double honors by also being recognized as the 2006 Minority Business Enterprise of the Year, by The South Central Ohio Minority Business Council's (SCOMBC)

"We were extremely honored to win such a prestigious award, and to be nominated by a globally respected company such as Procter & Gamble," said Mr. Robinson. "LaVERDAD is not only committed to helping our clients create and market better products and services that improve the lives of minority consumers, but we also consider diversity to be a business imperative."

The Procter & Gamble Co. was also honored at the event and was named Corporation of the Year by SCOMB. P&G spends over \$1.8 billion yearly with minority and women-owned businesses, and increased spending by \$300 million in the most recent fiscal year.

"P&G is a top client of LaVERDAD," said Robinson. "Not only am I proud to be a former P&G manager, but I'm especially proud to serve P&G in their mission to create products that improve the lives of consumers."

LaVERDAD serves P&G and other national companies as they create and market products and services to the emerging ethnic markets. LaVERDAD has supported dozens of leading brands such as Crest, Vicks, Pantene, Folgers, Pampers, Downy, Olay, Secret, Bounty, Charmin and many other brands.

Kerry Clark, president and CEO at Cardinal Health Inc., in Dublin, Ohio, and also former CMO for P&G, was the keynote speaker. The event was attended by about 700 people.

The mission of the Cincinnati USA Supplier Diversity Circle of Excellence Award is to recognize and reward those companies who, through their supplier diversity results, have clearly demonstrated their commitment to proactively pursue the further growth and development of minority entrepreneurs, recognizing that this more inclusive approach will yield positive economic benefits to our community and our economy.

LaVERDAD received the prestigious "**Going Above and Beyond**" level, which recognizes companies that have outstanding, long-term supplier diversity programs with a proven track-record and have demonstrated a commitment to their supplier diversity partners that goes beyond just providing contracts. These organizations set an outstanding example of supplier diversity and economic inclusion.

Mr. Robinson founded LaVERDAD Marketing and Media in 2003 following a career at Procter & Gamble. LaVERDAD is an integrated marketing and media company specializing in delivering winning solutions to Fortune 1,000 companies wishing to compete and win in the U.S. ethnic market. Headquartered in Cincinnati, LaVERDAD provides consulting, marketing research, and marketing execution to companies operating in markets across the U.S.

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