



FOR IMMEDIATE RELEASE

**LaVERDAD Awarded 2006 MBE of the Year
Nominated by US Bank**

CINCINNATI, OHIO, November 13, 2006 – Nominated by US Bank, LaVERDAD Marketing and Media was recently awarded The South Central Ohio Minority Business Council's (SCOMBC) 2006 Minority Business Enterprise of the Year Award.

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.

"We were extremely honored to win such a prestigious award, and to be nominated by such a great company as US Bank," 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."

LaVERDAD is one of only a handful of Hispanic-owned certified Minority Business Enterprises, or MBE's in the region. A minority-owned business is defined as a company that is at least fifty-one percent owned, managed and controlled by one or more minority persons and is certified as such by the South Central Ohio Minority Business Council (SCOMBC), its affiliated organizations in Kentucky and Indiana, or other appropriate certifying entity.

Besides supporting the minority business council, LaVERDAD is also active with various Hispanic and African American Chambers of Commerce across the country, as well as with the National Society of Hispanic MBA's, LULAC, and other diversity advocacy groups in the nation.

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.

The South Central Ohio Minority Business Council (SCOMBC) is an affiliate of the National Minority Supplier Development Council (NMSDC). Each affiliate is required to comply with all of the regulations and guidelines as prescribed by NMSDC. SCOMBC's mission is to create an environment for the development of mutually beneficial relationships and opportunities between certified minority owned businesses and member organizations.

MBE certification is an intensive, qualifying process that assures corporate member purchasing agents and buyers that a business is a viable minority-owned, managed and controlled enterprise. More and more majority corporations require minority supplier certification because they want to insure that procurement opportunities are truly focused and targeted to bona-fide MBEs. Certification is one of the validating tools that they use to support their reported MBE expenditures. Certification as an MBE is not mandatory, but it makes good business sense to be qualified as a part of the pool of MBE suppliers.

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