



FOR IMMEDIATE RELEASE

Former BASES Consumer Products Expert Joins LaVERDAD

CINCINNATI, OHIO, July 30, 2007 – LaVERDAD Marketing and Media announced today that it is extending its consumer packaged goods practice, bringing Matt Lozier to the team as a Marketing & Business Development Manager. Mr. Lozier joins LaVERDAD from BASES, a Nielsen Company, where he supported SC Johnson, Sara Lee, and other brands.

“We are extremely delighted to have such an accomplished expert join our company at this important growth period as we enter the milestone fifth year of operation,” said Mr. Mike Robinson, president of LaVERDAD. “We’re committed to helping our clients create and market better products and services that improve the lives of consumers, and having the best resources available will ensure we continue to deliver.”

LaVERDAD is on a very short list of the nation’s Hispanic-owned and certified Minority Business Enterprises (MBE’s) that provide branding, research, marketing communications, public relations, and media services to top brands. The portfolio of service to big brands is incredible for an emerging company. To-date, LaVERDAD has served Pantene, Crest, Bounty, Vicks, Folgers, Downy, Mr. Clean, Always, Charmin, Bounty, Secret, Robert Bosch Tools, Allstate, Fifth Third Bank, Burger King, Mercy Health Partners, University of Cincinnati and other top-quality clients.

Mr. Lozier’s expertise crosses both qualitative and quantitative research. Additionally, he holds Bachelors and Masters Degrees in Spanish, as well as an MBA in International Management from the #1 ranked Thunderbird School of Global Management, with a focus on Marketing & Brand Management.

Mr. Lozier is fluent in Spanish and has extensive Hispanic cultural experience. He also has previous experience developing Eurosport’s (The largest soccer retailer in the U.S.) Hispanic marketing efforts, which tapped into Hispanic soccer leagues across the nation.

He’s led the development of comprehensive marketing programs including strategic outlook for the US Hispanic market, as well as directing and conducting qualitative research that evaluated brand perceptions among US Hispanics and devised a means of enhancing brand recognition and purchase interest among Hispanic consumers.

About LaVERDAD

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, public relations and grassroots marketing execution to companies operating in markets across the U.S.

LaVERDAD was the 2006 recipient of the prestigious Minority Business of the Year Award (Nominated by US Bank), as well as the 2006 Diversity Circle of Excellence – Going Above and Beyond (Nominated by Procter & Gamble). Currently, LaVERDAD is a nominee for 2007 US Minority Business of the Year (Nominated by Fifth Third Bank) and LaVERDAD President Mike Robinson is a current nominee for 2007 US Hispanic Businessman of the Year.

For additional information, please contact Tandi De Paz, Manager of media and public relations, at (513) 891-1430 or at tandi.depaz@laverdadmarketing.com.

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