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Hispanic Market-focused Power Media Group celebrates Purchase of 11,000 Square Foot Building - Santa Clarita, California


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 Power Media Group Inc. (PMG) will celebrate the opening and purchase of its first commercial building and new home for clients on Thursday, July 10, 2008, at 5:00 p.m. with a cocktail party to toast the accomplishment and the loyalty and support of PMG staff, clients and patrons, and media vendors. (www.scvchamber.com/calendar) A premier advertisement agency offering innovative and effective media, marketing and public relations services, PMG has attracted widespread interest from advertisers by its successful operations in attracting the Hispanic market to PMG clients. Situated in the heart of what is considered the #1 Hispanic market by research firm Syncopate, PMG crafts magnetizing messages to harness the consumer buying power of a trillion-dollar market segment.

“Companies - large or small - share the same mindset: they value their financial investments,” says Patricia Gracia, founder and president. “We put ourselves in our clients’ shoes to build top-tier campaigns because, the way we see it - if we fail our client, we are failing ourselves. We find ways to make the most of our clients’ budgets. This approach is what has helped us secure agreements with large, established corporations - they trust us with their advertising investments.”

Since opening in November of 2001, prestigious brands PMG has attracted include:

Universal Music Latin and Video Distribution.

. First hired PMG to work on the Spanish version creative TV Post-production commercial of Dr. Atkins Diet DVD Release - Spanish version (2002)

. Hired PMG to be part of the first Hispanic Soap Opera - DVD Release, Amor Real, the first advertising campaign for the Hispanic market. Statistics, market analysis and the raving reviews and high ratings resulted in a win-win situation. The title won the most important award of the industry -

”TV Novelas Soap Opera of The Year.”

Xenon Pictures.

. The exclusive distributor in the U.S. of popular Spanish soap operas from Mexican powerhouse Televisa, trusts PMG with every new DVD title launched.

Palm Pictures.

. Referral for the movie Cronicas - DVD Release, John Leguizamo’s first Spanish movie

Creativa Interior-Primor.

. Client which started in a relationship with PMG with a project for a full page in a magazine and evolved to encompass over 13 national publications and the top 10 Hispanic markets. The image of world famous, Hispanic actress and singer Laura Flores represents the campaign, currently on the air on TV nationally and locally. Primor is primed to open a new location and warehouse in Los Angeles to facilitate product distribution.

NYX Cosmetics.

. Sporting fashionable make-up for young women, NYX embarked on its first Hispanic campaign, signing Mexican Pop Group Rebelde’s Maite Perroni as the official spokesperson.

Vivendi Visual Entertainment (Universal Music Group (UMG) - Theatrical Release.

. PMG launched an outdoor advertisement campaign for “In The Name of the King,” targeting the general public with features on transit buses, bus stop kiosks and billboards.

Success Masters by Designs, Ivan Lomeli

. Personal development seminar company which combines advanced learning techniques with high-impact training to teach success principles that explode levels of success and wealth.

“This journey has been both an overwhelming and a humbling experience,” says CEO Tony Gracia. “When you start out with a dream that over time becomes an attainable goal, it’s unbelievable, and we are truly thankful to everyone who’s worked with us along the way.”

Through August, as a show of appreciation and to inaugurate its new home, PMG is offering prospective clients a free market analysis and advertisement consultation. PMG will help identify the type of market and the advertising budget investment needed for efficient, fast results in the Hispanic market.

Power Media Group Inc. qualified under very strict SBA guidelines for a Small Business Administration (SBA) Real Estate Loan, based on the firm’s projected productivity and expanding innovative services that the company offers its clients.

The company logo bears the picture of founders’ daughter Vanessa, whose baby picture will forever represent PMG and the firm’s slogan, “We love your business, as we love our baby.”

For a complimentary consultation, call 1.800.901.5272 or visit www.powermediagroup.com.

MEDIA: To tour the new headquarters and to interview Principals Patricia or Tony Garcia, contact Power Media Group Inc. at 661.621.9365. Photos are available.

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