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## July 11: Hispanic Entrepreneurial-minded Boosted With NYX Cosmetics Catalog Sales Line Re-launch Choreographed by Power Media Group, Inc.

*Complimentary community event features sales and marketing workshops on starting a business, as well as tips on professional make-up application and the selection of new models for the new catalog*

SANTA CLARITA, CA, June 28, 2009 /HiTech PR News/ -- A free community event arranged by Power Media Group Inc. (<http://www.powermediagroup.com>), a Hispanic advertising agency in charge of NYX Cosmetics Hispanic Catalog Sales Division, prepares thousands of determined women and men to start a business to become successful professional entrepreneurs. The event presents the re-launch of NYX sales line, and NYXCosmeticsCatalog.com (<http://www.nyxcosmeticscatalog.com>). A study released by the Direct Marketing Association affirms catalog sales reached \$172.6 Billion in 2008 - an expected growth rate of 6.5 percent from 2007. Catalog industry employment also grew in the past three years, despite economic and employment woes.

On Saturday, July 11, 2009, from 10:00 a.m. to 6:00 p.m., the public is invited to learn more about self-employment opportunities with NYX at the Power Media Group Inc. headquarters located at 17960 Sierra Hwy., Santa Clarita, CA 91351.

The main activity featured for the all-day event spotlights experts in catalog sales and in direct selling in the cosmetic industry. These seasoned professionals will conduct workshops on starting one's own business during recession times and how to take advantage of sales opportunities which already exist in the market for enthusiastic entrepreneurs.

At the same time, educational sessions will focus on developing and applying closing sales techniques and marketing strategies, as well as motivational techniques for self-improvement. Professional tips on skilled make-up applications will be shared by renowned make-up artists.

A casting and photographic session will be conducted by event organizers to select fresh, beautiful modeling faces for this year's new catalog. To participate in the casting session, applicants must be previously enrolled as a catalog sales associate for NYX Cosmetics and Power Media Group. The Direct Selling Association reports that 15 million Americans worked as independent direct sellers in the United States in 2007 and that number is growing thanks to the increasing need for extra income and the low startup costs of starting a direct selling business.

Workshop seating is strictly limited. Those interested are encouraged to enroll and reserve a spot by calling 1-800-209-2171 or e-mailing [patricia@powermediagroup.com](mailto:patricia@powermediagroup.com).

About Patricia Gracia (Power Media Group Inc.)

According to an August 10, 2008 Daily News article, in November 2001 Patricia Gracia founded an advertising agency in her San Fernando Valley home with only a computer, a fax and a telephone. Today, Gracia's enterprise is a multimillion-dollar enterprise that specializes in creating Spanish language campaigns for high profile clients seeking to reach the booming Hispanic market.

About Power Media Group Inc.

The Agency and Patricia Gracia have received the following awards, achievements and recognition in 2008 and so far in 2009:

- . Patricia Gracia, Winner of the 2009 Women in Business Award from San Fernando Valley Business Journal (July 15, 2009)
- . Invited panelist to El Clasificado Magazine breakfast for small business owners where she presented Advertising during Recession Times (June 17, 2009)
- . Invited guest to Univision's morning show, Primera Edición - "Outstanding Women"

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Segment (May 5, 2009)

. Patricia Gracia, winner of La Opinion 2009 Distinguished Woman in the category of Business and Technology, for her steadfast commitment to serving the Hispanic business community nationwide (March 26, 2009)

. Power Media Group, Winner of the 2009 ADDY Awards for Excellence in Creativity for a TV Ad in the General Market - Catalogue sales, for client Creativa Interiors-Primo (March, 15, 2009)

. Patricia Gracia, as an invited panelist to the Latin Business Association (LBA) 2009 Annual Conference and Expo, presented, The Transforming Role of Latinas in Business (March 6, 2009)

. Power Media Group, Winner of the Latin Business Association (LBA) 2008 Sol Award as Business of the Year, for exemplary commitment to the Latino business community through leadership and service

. Commendations to the Agency for outstanding work from Los Angeles County Board Supervisor, Mike Antonovich as well as U.S. Congressman Howard Buck McKeon, 25th District of California

. Small Business Administration qualification, under very strict guidelines, for an SBA real estate loan, which resulted in acquisition of the firm's 11,000 sq. ft. commercial building

For more information about becoming a sponsoring company of the event, visit NYXCosmeticsCatalog.com (<http://www.nyxcosmeticscatalog.com>) or contact Patricia Gracia at 661.268 4805.

About NYX Cosmetics (<http://www.nyxcosmetics.com>)

When NYX Cosmetics was founded in 1999 by Toni Ko, a young entrepreneur with great knowledge and ties to the cosmetics industry, Ko's main objective and challenge was providing professional quality cosmetics at attainable prices. From headquarters in Los Angeles, Calif., Ko operates one of the top cosmetics companies with outstanding growth in the United States, and NYX products are marketed in more than thirty countries, covering five continents. NYX products are characterized as ultramodern, and they are directed to the general public, with emphasis on adventurous makeup aficionados with a wide range of bold, vibrant colors.


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