

NYX COSMETIC



MEXICO LAUNCH PARTY CELEBRATES NYX COSMETIC MERGE WITH MAITE PERRONI

NYX + PROFESSIONAL MAKE-UP

presenta a

Maite Perroni

La nueva cara de NYX

Acompáñanos

Jueves, 27 de septiembre de 2007

8pm - 11pm

Con cócteles y aperitivos en

W Hotel Mexico City

Campos Eliseos 252

Col. Polanco

México D.F. 11560

Reservación requerida. Por favor enviar un correo electrónico a
RSVP@televizapublishing.com antes del martes, 25 de septiembre de 2007.
Esta invitación es no transferible y válida solo para usted y un acompañante.

NYX
PROFESSIONAL MAKE-UP

CANCUN
INTERNATIONAL FILM FESTIVAL



PRESS RELEASE

Mexico Launch Party Celebrates NYX Cosmetics' Merge With



Power Media Group Inc. to Launch its Advertising Campaign in the Hispanic Market

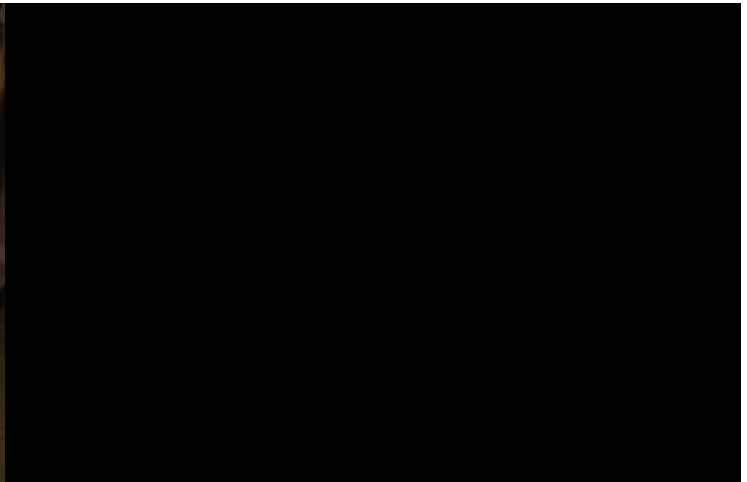
For Immediate Release

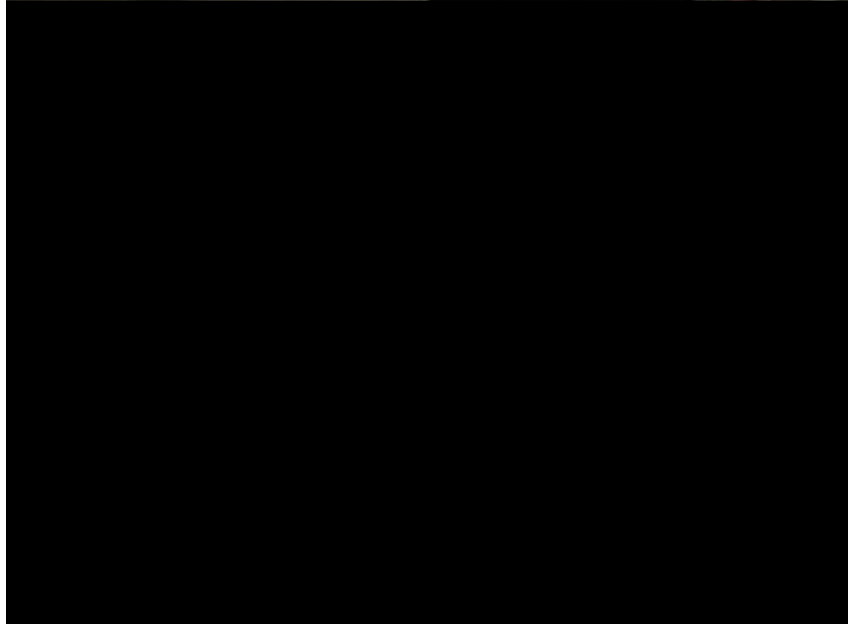
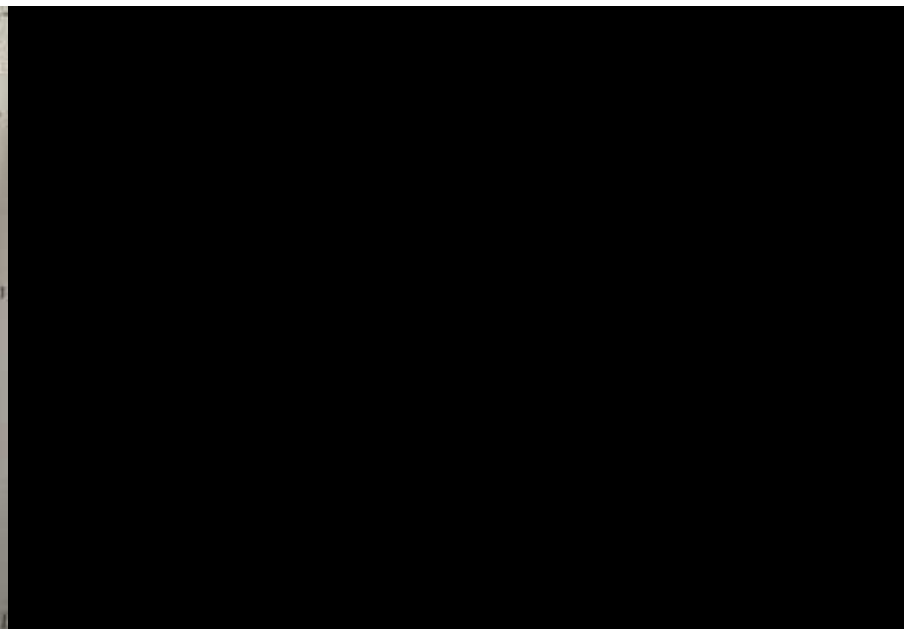
NORTH HOLLYWOOD, Calif./EWorldWire/Sep. 24, 2007 --- Maite Perroni, the talented actress and singer best known for her role as "Lupita" in the popular Novela, is the new spokesperson and image of NYX in a campaign that is in full force in the U.S. and Mexico.

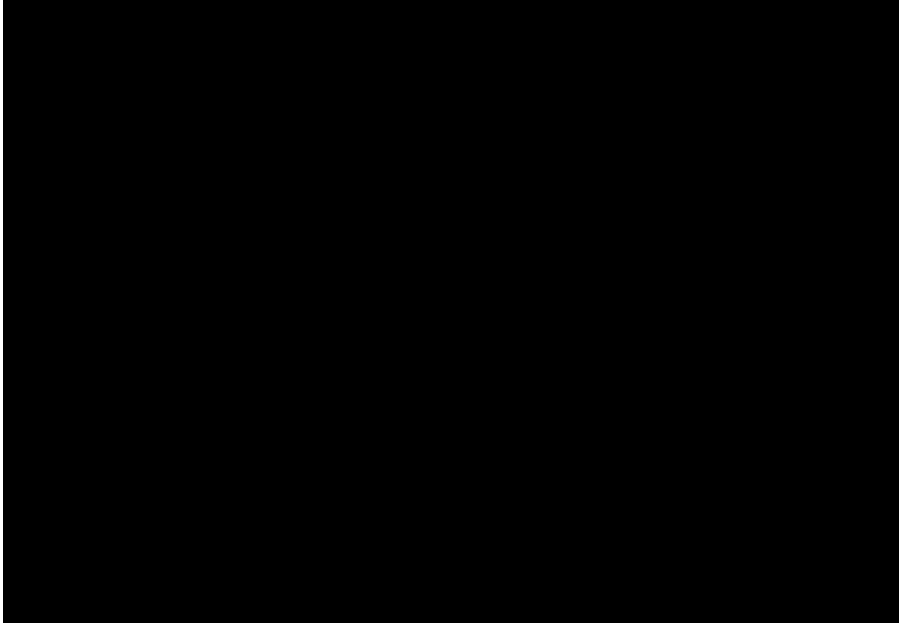
EVENT:

**MEXICO LAUNCH PARTY
CELEBRATES**

**NYX COSMETIC MERGE WITH
MAITE PERRONI**







MAITE PERRONI PRESS CONFERENCE IN LOS ANGELES



PRESS RELEASE

Maite Autograph Signing & Press Conference Event Hosted By NYX



you can read about this article in the next media web:



[View all Media Coverage](#)

NOTES TO EDITORS: All media are invited to participate at the Maite Perroni autograph signing and interview event. To obtain Press ID before the LA event, all interested co-sponsors and media must contact Patricia Gracia.

Media Advisory

LOS ANGELES/EWORLDWIRE/May 22, 2008 --- Talented actress and singer, Maite Perroni, from the Mexican group, "REBELDE," - aka The Image of NYX Cosmetics - will meet and greet fans to kick-off the next NYX advertising campaign for the Hispanic market.

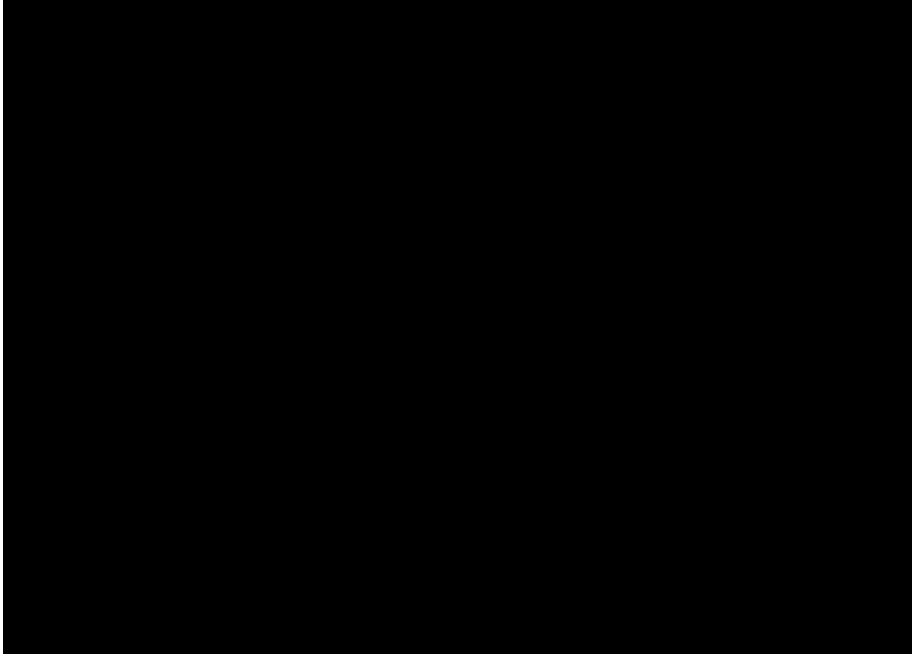
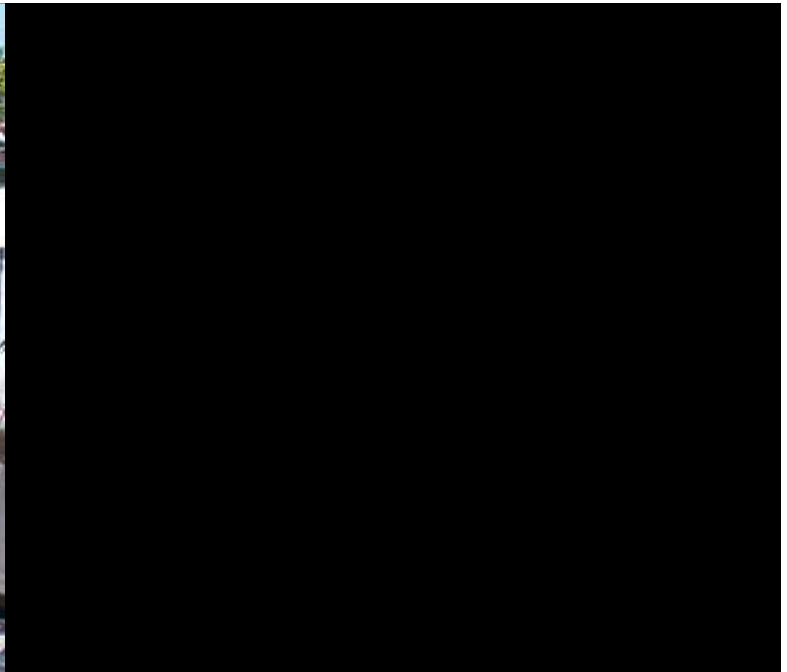
On June 14, 2008, before launching the second photo shoot with Maite Perroni, NYX is hosting an autograph-signing event where fans can meet Maite and take home a personalized photograph and beauty goodies.

EVENT:

**MAITE PERRONI
PRESS CONFERENCE
IN LOS ANGELES**









NYX
Cosmetics

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MEDIA COVER

Pandeblog

YAHOO! FINANZAS

Mis 5 Sentidos
Blog de Telenovelas, fotos, videos, noticias, etc

terra

LATINHEAT Online

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HispanicAd.com™
The Tool for the Hispanic
advertiser & media professional

EWORLDWIRE®

Hispanic PRwire

FOX SPORTS en ESPAÑOL

HispanicBusiness.com

News Blaze

TELEFUTURA

TV AZTECA

TELEMUNDO

UNIVISION

PUBLICITY VALUE OF \$247,981.16

POST EVENT MEDIA COVERAGE VALUE - TV

#	Market	Date	Time	Aired On	Affiliate	Show	Not Rated	Audience	Publicity Value
1	Las Vegas. NV [LV] [43]	6/17/2008	05:57:00pm	KINC	UNI	Noticias 15 at 6PM		17,527	\$793.44
2	New York. NY [NY] [1]	6/17/2008	04:59:00am	WXTV	UNI	Noticias 41 Al Despetar		48,366	\$2,189.52
3	Los Angeles. CA [LA] [2]	6/17/2008	04:57:00am	KMEX	UNIVISION	Noticias 34: Primera Edicion		57,571	\$2,606.23
4	Miami-Ft. Lauderdale. FL [MI] [16]	6/17/2008	04:57:00am	WLTV	UNIVISION	Noticias 23 Al Amanecer		10,863	\$491.76
5	Nationally Televised	6/16/2008	06:57:00pm	KAZA	AZTECA	Ventaneando America	***	n/a	\$3,500.00
6	Nationally Televised [NT]	6/16/2008	04:58:00pm	UNI	UNIV	Primer Impacto		2,273,202	\$102,907.90
7	Nationally Televised [NT]	6/16/2008	03:58:00pm	UNI	UNIV	El Gordo y la Flaca -	****	n/a	\$100,000
8	Los Angeles. CA [LA] [2]	6/14/2008	10:57:00pm	KVEA	TELEMUNDO	Noticiero 52		65,478	\$2,964.18
9	Los Angeles. CA [LA] [2]	6/14/2008	10:57:00pm	KWHY	CANAL 22	Noticias a las once		39,480	\$1,787.26
10	Nationally Televised	6/16/2008	1:13pm	KFTR	TELEFUTURA	Escandolo TV		679,056	\$30,740.87
								Total	\$247,981.16

*** These are estimated costs

† Audience Impression and publicity values may not be available for all mentions