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News & Commentary

VIDEO AVAILABLE: At Trump National Golf Club, Personal Greetings From Donald Trump Capped A Deal Between TRI TAX Franchises And Power Media Group

Friday 11/21/2008 3:20 PM ET - Eworldwire

Latino-owned entrepreneur companies - TRI TAX Franchise, Power Media Group Inc. and Success Masters by Design-Ivan Lomeli - celebrated their commitment to launch a strategic advertising campaign focused on Hispanic consumers and business owners across the United States amid a backdrop of gorgeous views of the Pacific Ocean at The Trump National Golf in Palos Verdes, Calif., and topped off by personal greetings from owner Donald Trump.

"Seeing Mr. Trump at our table, greeting us with his brilliant smile, was an affirmation of our joint venture," commented Patricia Gracia, Power Media Group Inc. president.

The ad agency and its various studies on the Hispanic market attracted and ultimately landed an agreement with Carlos Marquez, TRI TAX founder and CEO.

Marquez appointed Power Media Group Inc. - led by Tony Gracia, CEO, and Patricia Gracia, president - to attract new customers to TRI TAX current franchises concentrated mainly in California, the #1 Hispanic market. According to Marquez, "The TRI TAX Franchise mission is to build on a foundation of excellence and offer Latino business persons the security of a proven franchise in their hands. TRI TAX Franchise will continue providing opportunities for people to own their businesses. This is an exciting time to become an innovative entrepreneur. The tax preparation industry provides a stable and solid source of revenue that is unaffected by economic change."

"If someone is looking for a business in a stable industry with fast growth that will provide long-term security and unlimited potential, TRI TAX Franchise is the one," commented Marquez. "Becoming a member of the TRI TAX Franchise afford anyone the chance to achieve their dreams."

Marquez and the Gracias discussed a commitment to act as exclusive business developers in projected Hispanic growth markets going forward.

Facts

According to U.S. Hispanic Media Markets, 2000-2007, advertisers spent an estimated \$3.09 billion in 2004 to market their products and services to U.S. Hispanics, an 11 percent increase from the previous year. The boost comes amid an explosive increase in the U.S. Hispanic population and surging purchasing power that has advertisers jockeying for a larger share of this relatively untapped market.

Hispanic buying power was estimated to run just over \$860 billion in 2007, an 8 percent increase from 2006. The Hispanic community buying power, fueled by immigration and population growth, will top all minority groups for purchasing power at almost \$1.2 trillion by 2011.

By 2020, the Hispanic population is expected to reach 70 million and by 2050 one in four Americans will be Hispanic.

"The record Latino voter turnout for the 2008 elections has reshaped the political landscape in America," stated LULAC National President Rosa Rosales. "The Latino vote proved decisive in the key battleground states of Virginia, New Mexico, Colorado, Nevada, Ohio, Indiana and Florida."

About TRI TAX Franchise CEO And Founder Carlos Marquez (<http://www.incometaxcash.com>) (seminar landing page),

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Carlos Marquez opened his first tax office while in Jr. High School. After accompanying his parents to have their tax return prepared, he was amazed at the long line of people - mostly Hispanics - that where waiting. Not being of age to secure employment, he assisted his friends and relatives with their tax returns. The first TRI TAX location was born in San Pedro, Calif.; the following year the office was relocated to Wilmington, Calif. Building a volume of 100 clients a day, during the peak of the season, he expanded and opened additional locations. Over the last 15 years, TRI TAX has transformed its business model and introduced systems that address many of the challenges that those in the tax industry face.

TRI TAX provides powerful electronic tax preparation software, strategic marketing plans, training programs and seasoned individuals with decades of experience in the tax industry. Find out more about how TRI TAX can help at '<http://www.tritaxfranchise.com>'.

About Power Media Group Inc. ([PMG](#))

According to the Daily News, seven years ago Patricia Gracia launched an advertising agency in her San Fernando Valley apartment with nothing more than a computer, a fax and a telephone. Today, Gracia's Power Media Group is a multimillion-dollar enterprise that specializes in creating Spanish language campaigns for high-profile clients seeking to reach the booming Hispanic market.

In July, 2008, President Patricia Gracia and CEO Tony Gracia were honored as the winner of the Latin Business Association Sol Awards 2008 in recognition of and appreciation for exemplary commitment to the Latino business community through PMG's leadership and service. Los Angeles County Board of Supervisors Mike Antonovich and U.S. Congressman Buck McKeon commended Power Media Group for its work.

PMG qualified earlier in 2008 under very strict SBA guidelines for a Small Business Administration ([SBA](#)) real estate loan, and the company purchased its 11,000 square-foot commercial building as a new home for clients in the City of Santa Clarita. Clients which have retained PMG include among others Universal Music Latin, Vivendi Visual Entertainment, NYX Cosmetics, Xenon Pictures, Creativa Interiors-Primor, The Perfume Club, AB Underwear, Costamar Travel Intl., New Concepts, Success Masters by Design, and Laboratorios Mallo. Learn more by visiting '<http://www.powermediagroup.com>'.

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