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At Trump National Golf Club, Personal Greetings from Donald Trump Capped a Deal Between Tri Tax Franchise and Power Media Group, Inc.

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'Tri Tax will award a franchise to 10 select individuals at a reduced cost and offer in-house financing,' commented Carlos Marquez - Founder & CEO

SANTA CLARITA, Calif., Nov. 25 /PRNewswire-HISPANIC PR WIRE/ -- 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 Club in Palos Verdes, Calif., and topped off by personal greetings from owner Donald Trump. (Photo: <http://www.newscom.com/cgi-bin/prnh/20081125/LATU546>)

"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 affords 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.

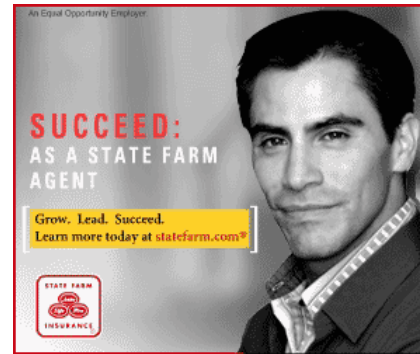
"The record Latino voter turnout for the 2008 elections has reshaped the political landscape in America," stated LULAC National President Rosa Rosales. "The Latino vote proved decisive in the key battleground states of Virginia, New Mexico, Colorado, Nevada, Ohio, Indiana and Florida."

About Tri Tax Franchise CEO and Founder Carlos Marquez

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