



FOR IMMEDIATE RELEASE

“American DataStream” Reveals Nature of Ethnic Populations

US Hispanic population will surpass 44 million in 2006 and one-third of Hispanic Households report over \$50k in annual income

Miami, FL – October 5, 2005 Geoscape International will unveil its current and forecasted geo-demographic data set on October 6th at the Multicultural Market Intelligence Summit—which takes place at the Ritz Carlton Resort in Key Biscayne, FL. The “American Marketscape DataStream: 2006 Series” goes into unprecedented depth and breadth to accurately measure the American population, with special emphasis on cultural segments such as Hispanic, Asian, African American and other ethnic groups.

“America's population has become increasingly diverse, as Hispanics, African Americans, Asians and people from many other segments rapidly contribute to the cultural richness of our population. Business executives must understand what this demographic transformation means for their enterprises, in order to navigate in the direction that will better-serve their constituencies and bear fruit for their investors” according to Geoscape CEO César M. Melgoza.

The DataStream includes over 1,100 specific indicators across four “vintages” and seven levels of geography – from the National level to the block group level. The vintages will include 1990, 2000, 2006 and a 2011 forecast which marketers and business planners can use to get out in front of the opportunity. Geoscape reports that Hispanics and other cultural segments form an increasingly large proportion of the American populace and a clear majority of the nation's population growth. The DataStream will enable precise measurement of populations and households according to characteristics such as language, acculturation, socioeconomic status, consumer expenditures, income, educational attainment and many other factors.

“Publication of the DataStream: 2006 Series is of critical importance in order for marketers to have the latest data which goes into depth for today's diverse ethnic populations—marketers and demographers will find the Hispanic acculturation and other ethnicity measures extremely valuable,” according to David Wellisch, General Manager of AOL Latino.

The American Marketscape DataStream: 2006 Series reports a plethora of facts and figures, among them that Hispanics will number well over 44 million as of July 1, 2006 and over 51 million by 2011. More than one-third of Hispanic households have annual income above \$50,000. Geoscape also introduces the latest edition of its detailed acculturation model for Hispanics that defines five segments of “Hispanicity” that can be identified down to the ZIP code and block group level. Recent population and socioeconomic data for Asians, Blacks/African Americans, Middle Eastern, Central/Eastern Europeans also are included in the DataStream— together with data for Non-Hispanic White and other groups – reflecting the true diversity of America.

About Geoscape®

Geoscape® provides market intelligence data, systems and services, specializing in the rapidly growing multicultural and multinational market opportunities. DirecTarget®, Geoscape® Intelligence System (GIS), Retail Target™, Media Target™, List Gateway™, HomeBase™, BizBase, WorldBase™ and American Marketscape DataStream™ are among the key products and services that are used by hundreds of corporations worldwide to capture the growing multicultural marketplace. Geoscape is a privately-held corporation with worldwide headquarters located in Miami and subsidiary offices in Brazil, Mexico and European offices in The Netherlands.

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