

Media Intelligence and Market Intelligence Join Forces

Ethnic Print Media Group and Geoscape International form strategic partnership

SAN DIEGO (October 25, 2006) – Ethnic Print Media Group, a leading multicultural print placement firm, announced today a strategic alliance with Geoscape International. The partnership combines the strengths of a top print media company with those of a top business intelligence firm to offer clients a thorough understanding of the multicultural marketplace. The partnership further demonstrates Ethnic Print Media Group’s commitment to deliver the most accurate, relevant and timely multicultural market data and research.

“Geoscape International’s high-level market intelligence complements our vast database of cultural knowledge. When aligned we can provide our clients with 360 degree media and market intelligence,” said Trevor Hansen, senior vice president Ethnic Print Media Group. “We are proud to be able to incorporate the power of Geoscape into our media presentations and market analysis.”

Geoscape International provides market intelligence through a variety of databases, information systems and analytic services that enhance marketing, media and distribution decisions. By focusing on the growing diversity in America, Geoscape International helps clients identify opportunities for multi-cultural and multi-national business growth.

“At Geoscape International we transform market intelligence into intelligent marketing programs,” said César M. Melgoza, president and CEO Geoscape International. “We are excited to be able to elevate our offerings by including a wide variety of Hispanic and Black newspapers that have gone through Ethnic Print Media Group’s quality controlled validation process. Featuring Ethnic Print Media Group’s extensive media information in our Geoscape® Intelligence System means providing advertisers rapid access to reliable, accurate data that can fuel their media plans.”

About Ethnic Print Media Group

San Diego-based Ethnic Print Media Group serves clients nationwide by delivering an effective, strategic approach to multicultural marketing. EPMG is committed to providing clients with unparalleled demographic data and research resources; a turn-key approach to planning, placement and follow through; and the advantage of market expertise and key industry relationships. EPMG represents a network of more than 500 niche Hispanic and Black newspapers giving clients targeted access to the outlets that impact their bottom line. EPMG continues to raise the bar by improving the newspaper industry and helping advertisers make educated decisions.

About Geoscape

Founded in 1995 and headquartered in Miami, Geoscape International, Inc. (www.geoscape.com) is a privately held company dedicated to providing multicultural and multinational market intelligence information systems enabling more effective business strategy and tactics. Its products and services are relied upon by some of the most prestigious companies in the world including Allstate, Albertsons, Bank of America, Nestle and Starbucks.

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