

FOR IMMEDIATE RELEASE

Geoscape Hires Arthur Rockwell as Vice President of Enterprise Sales
Respected Sales & Marketing Executive to Increase Revenue

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MIAMI, FL – June 19, 2008 – Geoscape recently appointed Arthur Rockwell to the position as Vice President of Enterprise Sales.

Arthur is a respected sales and marketing executive within the industry and brings nearly two decades of experience to the Geoscapeteam. He has spent most of his career educating and working with clients to assist them with tapping into the increasingly diverse and affluent U.S. Hispanic market.

Most recently, Arthur worked for CBS Outdoor Latino as the Senior Vice President of Sales. While at CBS Outdoor, he piloted a new division to market, promote, and sell out-of-home media coverage of the U.S. Hispanic market. He has extensive experience in maximizing sales efforts by creating a motivating atmosphere for sales teams and fostering strong relationships with advertisers, marketers, advertising agencies, and media-buying organizations.

Arthur has an impressive background in sales and marketing, making him a significant asset to the Geoscape team. “Arthur’s experience leading sales organizations in multicultural media organizations will help ensure that more enterprises across industries and throughout the United States enjoy the benefits of Latin Force,” says Managing Partner and Co-Founder, César Melgoza.

Additionally, Arthur received a number of awards for his outstanding success. In 2006, he was named the Out-of-Home All Star by Adweek’s Marketing & Medios magazine. In 2007, Arthur was nominated for Hispanicad.com Media Executive of the Year. He was also named the Co-chairman of Outdoor Advertising Association of America (OAAA) Multicultural Marketing Committee.

About Geoscape:

Geoscape is a strategy and market intelligence firm that provides cultural insights, consumer intelligence, go-to-market plans, databases, technology and analytics to help our clients achieve significant growth with America’s new mainstream consumers. The firm is headquartered in New York City with offices in Miami and Los Angeles. Among our diverse list of clients are: Allstate, American General Financial, BlueCross BlueShield, Farmer’s Insurance, DirecTV, General Mills, Humana, H&R Block, Mass Mutual, SuperValu, TracFone and Univision. To learn more about the Geoscape, please visit www.geoscape.com