



FOR IMMEDIATE RELEASE

Latin Force Extends Brand and Positioning to Geoscape and Embraces Cultural Diversity of American Consumer

Geoscape Marketing Initiative Serves Reflect the Diverse Cultural Landscape of the U.S.

New York, NY – October 22, 2008—Latin Force Group LLC announced today that it has extended its brand to include diverse American cultures under the Geoscape name. In June of 2007, Latin Force LLC and Geoscape International, Inc. merged through an investment from Goldman Sachs under the name of Latin Force Group LLC. Today, the company is extending its coverage and brand name to include the diversity of American cultures, which are growing rapidly and represent the majority of American consumer and business growth.

Geoscape will continue to offer a blend of strategic and analytic consultation services, databases and technology. In addition to its concentration on Hispanic/Latino opportunities, Geoscape will proactively develop and serve corporations who understand that the diversity of American cultures represents strategic growth opportunities. This diversity is comprised of cultural elements including ethnicity, race, intra-American regions, lifestyles, life stages, socioeconomic strata and other key elements related to distinct consumer behavior, media and shopping patterns. Latin Force will continue to be the leading brand for Hispanic/Latino-specific consulting and analytics; however, Geoscape is now the umbrella brand under which all cultural segments are addressed.

“Latin Force has provided deep cultural insights and data to our clients for years. Now, with the Geoscape brand as an umbrella, we will be able to embrace a true diversity of cultures which is a more accurate reflection of the new American mainstream,” states David J. Perez, Co-Founder and CEO of Geoscape.

According to César M. Melgoza, Co-Founder and President of Geoscape, “The evolution of American culture requires that marketers and executives gain a clear and up-to-date understanding of consumer demographics and behavior. Geoscape’s mission is to lead the process of bridging cultures and corporate marketing initiatives through data-driven intelligence.”

About Geoscape

Geoscape serves its clients by providing business strategy, analytics, databases and automated intelligence systems. The online Geoscape Intelligence System (GIS), the DirecTarget database enrichment system and a variety of geo-demographic, consumer, business and media databases enable actionable insights that lead our clients to gain significant business advantages. Geoscape is a portfolio company of Goldman Sachs, Inc. with principal offices in New York City and Miami. Geoscape is pleased to have served most of the Fortune 500 corporations over the last several years.

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