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Multicultural Marketing Summit Reveals Growth in Downturn

Research Firms Present Findings, Fortune 1000 Firms Present Experiences

June 4, 2009 – MIAMI, FL –Corporate Executives seeking growth in a downturn will gather in Miami to discuss how to capitalize on the growing cultural diversity of the United States. Business leaders everywhere are thinking of ways to expand their target audience past their currently established market. The 6th annual Multicultural Marketing Summit will provide its audience with solutions from Fortune 1000 companies that are targeting these markets successfully. The Summit is hosted by Geoscape and will be held on October 28-30 at the Mandarin Oriental Hotel in Miami, Florida. Geoscape is a marketing intelligence company that provides strategy, analytics, and data to corporations seeking growth by capitalizing on opportunities in culturally-diverse consumer and business segments.

The Summit is a standout, five-star event highly rated by participants for the quality of its agenda and speakers. Attendees of the conference will learn how to expand their company's growth opportunities by targeting multicultural markets – specifically the Hispanic, Asian, and African American population. The three-day conference will include workshops, keynote speakers, presentations, live entertainment, and much more. A Summit highlight is the live musical entertainment provided each night. Last year's performer was breakout artist, Karina Pasian, from Def Jam Recordings.

Liliana Gil, Director of Worldwide Marketing Services for Johnson & Johnson commented on last year's event, "The summit was a fabulous opportunity to gain insights, intelligence and inspiration to build winning programs."

Past Summit presenters include marketing execs from companies such as Nationwide Insurance, Toyota Financial Services, General Mills, Univision, and many others. Some presenters who will fill this year's agenda include executives from Qwest Communications, Telemundo, Mediamark Research & Intelligence, Lexicon Marketing & Consulting, First Choice Power, American Family Insurance with The San Jose Group, and Wm. Wrigley Jr. Company.

For more information on the Multicultural Marketing Summit visit www.MulticulturalMarketingSummit.com or call toll free at 1-888-309-2005.

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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