

CNN'S O'BRIEN TO KEYNOTE LATINO CONFERENCE

February 25, 2010 - CNN correspondent Soledad O'Brien will be keynote speaker at this year's Hispanic Retail 360 Summit, being held Aug. 8 through Aug. 10 at the Hyatt Regency Scottsdale at Gainey Ranch in Scottsdale, Ariz.

The Hispanic Retail 360 Summit, now in its sixth year, is the retail industry's premier event for retailers and marketers looking to grow their business with the Latino consumer market in the United States. It is a high-level conference and tabletop exhibition including an informative conference program and opportunities for face-to-face interaction between retailers, suppliers and experts in Latino marketing. The conference provides retailers and suppliers a complete 360-degree look at the Hispanic shopper, using data from The Nielsen Company, retailer case studies, and noted experts on demographics, buying behavior, segmentation, marketing, merchandising, product sourcing, store design and in-store marketing to Latino consumers.

O'Brien, who was host of CNN's "In America" documentary series, including "Latinos in America," will deliver the keynote speech on Monday, Aug. 9.

She will be followed by a special presentation from presenting sponsor Coca-Cola on "Connecting Latino Capabilities with Latino Marketing Strategies," and a dual presentation by noted Hispanic studies professor Dr. Felipe Korzenny of Florida State University and multicultural research pioneer **Cesar Melgoza**, founder of **Geoscape**.

As in past years, retailers will share their success stories in branding, marketing and selling to Latino shoppers. Retailer panel topics will include "Serving Blue-Collar and Budget-Conscious Latino Consumers," "How Soccer is Influencing America Mainstream" and "Targeting Hispanic Shoppers in the New World of the Internet."

Also on the agenda is an impressive lineup of speakers from retailers, consumer product goods manufacturers, and leading multicultural marketing authors, consultants and agencies.

Last year's summit, held in Las Vegas, attracted about 360 attendees, among them retailers from across all channels of retailing, major consumer products goods (CPG) manufacturers, advertising agencies and consultants.

Attendees included representatives from such major retailers as 7-Eleven, Ace Hardware, Albertsons, Aldi, Best Buy, BJ's Wholesale Club, Food Lion, HEB, Hy-Vee, Jewel-Osco, Kohl's, Kroger, Mi Pueblo Foods, Papa John's, Save-A-Lot, Stripes, Thorntons, TJ Maxx, Walmart, and Winn-Dixie Stores.

Hispanic Retail 360 is produced by Progressive Grocer and Convenience Store News.

For the sixth consecutive year, Coca-Cola is the presenting sponsor for the Hispanic Retail 360 Summit. Other sponsors include Wrigley, Geoscape and Trimex. To learn more about the many levels of available sponsorship opportunities, contact Michael Hatherill at 646-654-7501, or at mhatherill@csnews.com.

For more information, or to register go to www.hispanicretail360.com.