

6TH ANNUAL

OCTOBER 28-30 2009 | MIAMI, FL

MULTICULTURAL MARKETING SUMMIT

Dear Prospective Media Partner:

For the past five years, the Multicultural Marketing Summit has attracted a select group of senior level managers and executives, who are all eager to learn the best tools and insights to tap into the multicultural market in the U.S. (particularly the Latino, African American and Asian segments).

Every year, we seek a limited number of exclusive media partners who cater to the multicultural market. Becoming a Multicultural Marketing Summit media partner will provide your media outlet with the opportunity for exposure to over 150 top-level executives and decision makers at Fortune 1000 companies. Forming this partnership will undoubtedly provide a positive experience and generate returns, as it has for our past media partners.

As Conference Director, I'm pleased to extend an invitation to become one of our exclusive Media Partners at this year's 6th Annual Multicultural Marketing Summit. Please find enclosed a **Media Partner Brochure** for your reference. As media partnerships are limited, we encourage you to send your participating confirmation as soon as possible. Do not miss out on being a key part of "The one conference on ethnic marketing you MUST attend," as Fortune 1000 companies have stated.

We look forward to making your participation in the 6th Annual Multicultural Marketing Summit memorable and worthwhile for you, and for our audience of marketing professionals.

The attached document outlines the participation options for media companies. For more information including Event Overview, Detailed Agenda, Sponsorship Opportunities and more, please visit www.multiculturalmarketingsummit.com.

Best Regards,

Aviva Rose-Avila

Conference Director

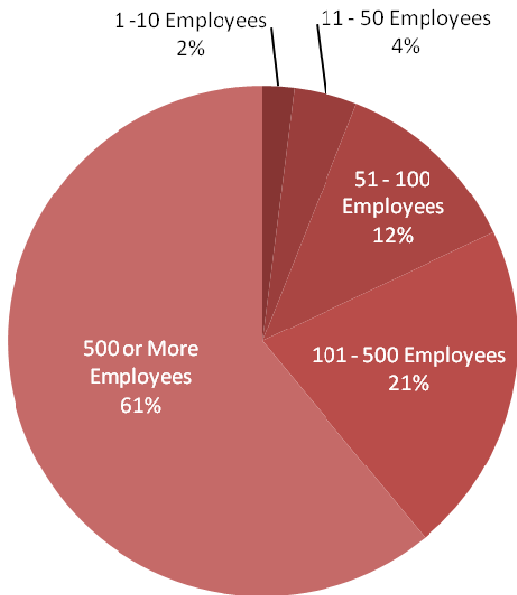
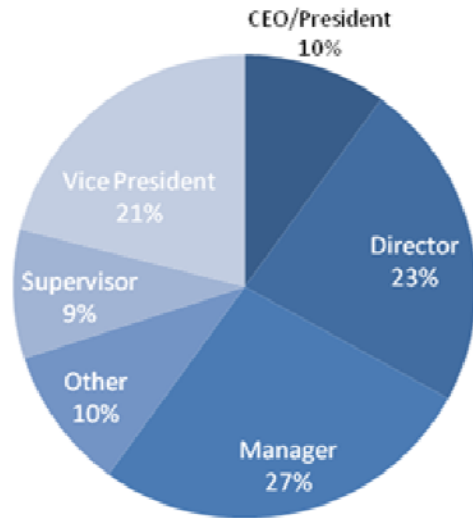
888-309-2005

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MULTICULTURAL MARKETING SUMMIT

Summit Attendees Are "Advertisers"...

Summit Attendees
Are the Decision Markers



Size of Average Attendee's Business

Summit attendees total **\$17,943,700,000** of Media Spending dollars...

... of **\$18 billion dollars**

MULTICULTURAL MARKETING SUMMIT

What Participants Have Been Saying...

"The Geoscape Summit is in a class of its own-- excellent networking, great presenters, exquisite food, drinks and entertainment."

-Beatris Diaz

Toyota Financial Services



TOYOTA



"The one conference on ethnic marketing that you must attend this year."

-Julie Loving, Sr. Manager - Consumer Business Insights

AstraZeneca

"I LOVED that you provided the presentations, neatly in the binder, IN advance AND made them available electronically."

-Anna Dodd - Executive Director, Strategic Marketing

News Corporation



"The speakers, the staff in charge of the conference, the location and the service overall were first class! You also offered plenty of networking opportunities, which is always key."

-Nuria Pardo - Marketing Manager, Latin America/US Hispanic

NBA

"The accommodations were top-notch. The food assortment was wonderful. The conference staff was excellent. I got a lot out of the sessions and kept the binder close by. I appreciated that the presenters were all accessible & approachable for questions and general conversation."

-Jerry Thorpe - Regional Marketing Manager Central East

Starbucks Coffee Co.



"...bringing Goldman Sachs to a marketing conference and having the topic of conversation be so very relevant was brilliant. Additionally, I appreciated how willing presenters were to share useful information. The entertainment was fantastic too!"

- Carrie Merritt - Marketing Manager

Walgreens

"By far the most informative and entertaining event – in a class by itself"

- Ceril Shagrin - Senior Vice President

Univision



MULTICULTURAL MARKETING SUMMIT

Important Facts to Consider:

About Geoscape:

- Helps businesses achieve significant growth by tapping into America's fast growing Hispanic and multicultural markets.
- Provides consumer intelligence via strategic business consulting, database-driven analytics and automated systems to help our clients create competitive advantages for business development, marketing and distribution.
- Formed in June 2007 by the merger of Latin Force LLC and Geoscape International Inc. through an investment by the Goldman Sachs Urban Investment Group.

About The Multicultural Marketing Summit:

- It is a Five Star event:
 - **Venue:** Mandarin Oriental Hotel
 - **Date:** October 28-30, 2009
 - **Attendees:** over 150 executives from different industries
- Past attendees include: Kellogg's, Pfizer, StateFarm, American Express, Johnson & Johnson, United Health Group, P&G, AllState, General Mills, etc.
- It is designed for busy executives who want to capture the rapidly growing multicultural consumer market opportunities, acquire knowledge pertaining to the cutting edge of research and best business practices.
- It brings together the latest market data and workshops along with case studies by leading marketing, media and distribution executives.
- Presenters are at the top of their fields and will generously share their insights, opinions, best-practices and war stories.