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### **Multicultural Summit: October 6-8 in Miami, FL**

*Marketers convene to discuss future of American consumer marketing*

**Miami, FL — August 4, 2004** - Miami, FL-Geoscape International announced today the first annual *Multicultural Market Intelligence Summit*. The first annual Summit brings together the state-of-the art in geo-demographics, analytics, visualization and best practices across industries. This milestone event will facilitate the interchange of ideas among those who want to make sure they are at the forefront of America's cultural transformation.

"America's population has become increasingly diverse, as Hispanics, African Americans, Asians and people from many other segments rapidly contribute to the cultural richness of our population. Business executives must understand what this demographic transformation means for their enterprises, in order to navigate in the direction that will better-serve their constituencies and bear fruit for their investors" according to Geoscape CEO César M Melgoza.

The Summit brings together the latest market data and workshops along with case-studies by some of the leading marketing, media and distribution executives. The event is designed for intermediate to advanced marketers who want to ensure they benefit from the ground-breaking research, techniques and technology employed by individuals who've proven successful in these endeavors for major corporations.

Case studies will be presented by major corporations such as Bank of America, Time Warner Cable, AT&T Wireless and AOL. Leading researchers will contribute to the dialog as executives from corporations all over the nation gather to augment the collective understanding of the market transformation.

The Summit will honor outstanding achievement from a member of the ethnic community who has overcome the odds to truly impact the evolution of American culture. The honoree will be announced at the conference and will receive a commemorative recognition award.

The venue for this event--the Mandarin Oriental Hotel in Miami--will offer modern technology combined with comfortably elegant surroundings in order to maximize our enjoyment during the event. The Summit will prove to be a milestone event for those of you who demand more return on the investment of your time and energy.

**The Detailed Agenda for the Summit can be found on the internet at:**

<http://www.geoscape.com/detailed-agenda.aspx>

**More Information:** <http://www.geoscape.com/summit>

**Register Now:**

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