



Power Media Group, Inc.- Helping General Markets And Hispanic Businesses Reach Hispanic Consumers In The United States

For Immediate Release

NORTH HOLLYWOOD, Calif./EWORLDWIRE/April 20, 2006 --- As the Hispanic population in the United States continues to grow, it will become more important for businesses to appeal this potentially profitable market. Because of the unique quality of the people that make up the Hispanic market, it takes a certain expertise to connect a business with potential consumers. That is where Power Media Group, Inc. comes in.

Founded by Patricia and Tony Gracia, Power Media Group, Inc., is an advertising and public relations agency that finds success in connecting its clients to the Hispanic market. The increase of the Hispanic population, and its income, in the United States is greater than the proportion of consumers in the American market. While the proportion of Hispanic consumers grows, the interest to capture its income by advertising also increases. In the coming years it will be critical for a business to be able to connect to the Hispanic consumer.

Power Media Group, Inc.'s exclusive marketing strategies work with the client not as a simple service provider, but as a partner who recognizes and understands the Hispanic market firsthand and offers the tools necessary that will be relevant and significant for the growing success of any type of business.

Not only does the company utilize strategic marketing tools geared towards a Hispanic audience, it customizes all its programs to meet the needs of its client. Just like no two consumer markets are alike, Power Media Group, Inc. recognizes that no two companies are alike- each needs its own tools in order to become a success. The main objective of Power Media Group, Inc. is client satisfaction and drives itself to exceed all expectations.

The agency has strong ties to the Hispanic media outlets, giving it an insight into what works in certain communities. Power Media Group, Inc. uses its team's experience to create a connection between the client and the consumer, and ultimately do what an advertiser is supposed to do: increase sales.

Some of Power Media Group, Inc.'s biggest clients include Universal Music Latin Division, Xenon Pictures, Palm Pictures, Image Entertainment, CVT Pre Paid Phone Cards, Allied Mortgage Consultants and Consultant Financial Advisor.

For more information, visit <http://www.powermediagroup.net>

Power Media Group, Inc.: *We Love Your Business As We Love Our Baby*

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