



MEDIA AVAILABLE: June 14: Maite Autograph Signing Event hosted by NYX

NOTES TO EDITORS: All media are invited to participate at the Maite Perroni autograph signing and interview event. To obtain Press ID before the LA event, all interested co-sponsors and media must contact Patricia Gracia.

Media Advisory

LOS ANGELES/EWORLDWIRE/May 22, 2008 --- Talented actress and singer, Maite Perroni, from the Mexican group, "REBELDE," - aka The Image of NYX Cosmetics - will meet and greet fans to kick-off the next NYX advertising campaign for the Hispanic market.

On June 14, 2008, before launching the second photo shoot with Maite Perroni, NYX is hosting an autograph-signing event where fans can meet Maite and take home a personalized photograph and beauty goodies.

The event will also feature free makeovers, free food, and raffles, goodies, and music and media coverage. The event is in appreciation to all the fans that supported Maite and NYX since the beginning of their successful union.

NYX officially announced Maite Perroni as its spokesmodel at a launch party in Mexico City on September 27, 2007. The first photo shoot was in July, 2007, in Los Angeles and in Santa Barbara, Calif., over three days. Since the union, NYX and Maite have received abundant accolades, support from fans and customers, and have built a larger following by uniting them.

About NYX

Founded in 1999 by Ms. Toni Ko and headquartered in Los Angeles, Calif., the primary goal was to provide professional quality cosmetics at discount store prices. Today, NYX is one of the top cosmetics companies, with outstanding penetration across the United States courtesy a wide range of bold colors that are never discontinued. NYX products are characterized as ultra-modern and developed for public use, with emphasis on stylish makeup artists and adventurous makeup aficionados. The name, NYX, represents the Greek goddess of night, comparing her by way of metaphor to young, hip goddesses that show sophistication and boldness in the modern day night scene. NYX products are marketed in more than thirty countries covering five continents, and the line is carried in stores such as Ultra, Longs and Rite Aid, and by independent salons, and bricks-and-mortars around the globe.

About Maite Perroni

Perroni won hearts in her debut as, "Lupita," in the hit Spanish youth series, "Rebelde," with a special message that anything is possible. She was born on March 9, 1983, in Mexico City D.F. At only eleven months old, she and her family moved to Guadalajara. An accomplished singer, actress and songwriter, Maite gained popularity as an actress playing Lupita and as a singer being a member of the Latin phenomenon group, RBD, in which she is said to be the "mother" of the group. She studied in Mexico's Center of Artistic Education for two years where she discovered her passion for acting. Maite is involved in various charities and enjoys volunteering her time for those in need. Maite's love for dance led to a campaign with sport giant Nike that promoted the importance of dance. Receiving a great amount of support from the Hispanic population in the U.S., NYX strengthened the bond by enlisting Maite as its spokesmodel and by hiring advertising specialists, Patricia and Tony Gracia of Power Media Group Inc., to oversee a campaign focusing on the Hispanic market.

About Power Media Group Inc. (PMG)

Headquartered in Los Angeles, Calif., PMG offers an extensive portfolio of advertising services in the Hispanic

Media. It counts on professionals in the different areas of advertisement to achieve the challenges of its clients. The dedication that PMG gives its clients is shown in the rapid growth of the company. In only six years, PMG represents several prestigious clients such as: Universal Music Latin, Xenon Pictures, Vivendi Visual Entertainmente, NYX Cosmetics, Creativa Interiors-Primor, The Perfume Club, AB Underwear, Costamar Travel Intl., New Concepts, Success Masters by Design, Laboratorios Mallo, Professional Financial Services and Selman Chevrolet, among others, which PMG serves with respect and care. Since its beginnings, PMG has held true to the motto: "We love your business, as we love our baby." PMG recently bought its own commercial building in the city of Santa Clarita, Calif., to continue serving its clients and offering an outstanding quality of customer service.

Businesses interested in displaying product on the public and on media attending the Maite signing event, contact Tonie Shin. To obtain Media Press Access IDs and to co-sponsor this event, contact Patricia Gracia.

CONTACTS:

Patricia Gracia - Power Media Group, Inc.
E-mail: pgracia@powermediagroup.net
818.761.2855 office
818.415.3230 cell

Tonie Shin - NYX
Cosmetics
E-mail: tonieshin@nyxcosmetics.com

HTML: <http://www.eworldwire.com/pressreleases/18543>

MOBILE: <http://e4mobile.com/pressreleases/18543>

PDF: <http://www.eworldwire.com/pdf/18543.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/306705.htm>

LOGO: <http://www.eworldwire.com/newsroom/306705.htm>

CONTACT:

Patricia Gracia
Power Media Group
6400 Laurel Cyn.240
North Hollywood, CA 91606
PHONE. 818.761.2855

KEYWORDS: MAITE PERRONI, NYX COSMETICS, POWER MEDIA GROUP, Entertainment, Music, Singer, Hispanic, Business Marketing, Hispanic Business, Hispanic Market Advertising, Rebelde, Latin Music, Mexican music, acting, Nike, PMG, Universal Music Latin, Xenon Pictures, Vivendi Visual Entertainmente, NYX Cosmetics, Creativa Interiors-Primor, The Perfume Club, AB Underwear, Costamar Travel Intl., New Concepts, Success Masters by Design, Laboratorios Mallo, Professional Financial Services, Selman Chevrolet

SOURCE: POWER MEDIA GROUP

AVAILABLE MEDIA: : NYX Cosmetics (size: 0.0 k)

Power Media Group and NYX

<http://eworldwire.com//mediauploads/powermedia-nyxcosmetics..jpg>

: June 14: Maite Autograph Signing Event hosted by NYX (size: 2.9 k)

All media are invited to participate at the Maite Perroni autograph signing and interview event. To obtain Press ID before the LA event, all interested co-sponsors and media must contact Patricia Gracia.

<http://eworldwire.com//mediauploads/Maite.wmv>

Photo: MAITE AUTOGRAPH SIGNING EVENT (size: 640.0 k)

Los Angeles
+1 213-596-0850

Chicago
+1 312-224-4653

New York
+1 973-252-6800

London
44-20-7078-7269

*Communicate News**
+1 888-546-NEWS (6397)

EWORLDWIRE®

Maite Perroni

http://eworldwire.com//mediauploads/23049_289638_1210629981.JPG