

You Are Invited...

TEXAS HISPANIC UPFRONT

Thursday, June 5, 2008

San Antonio, Texas

Dear Media Colleague:

The San Antonio Chapter of the American Marketing Association, and its Hispanic Marketing arm SAVisión, will sponsor the first Texas Hispanic Upfront on June 5, 2008 in San Antonio. This is an opportunity to showcase your new and exciting programming to the more than 400 Hispanic marketers and advertising agency professionals located throughout the region.

Only a handful of media buyers can make the commitment to attend the week-long Upfronts in New York. By bringing your programming to us, we can expose our many colleagues, clients, and planning teams to your product offerings and new programming. Our companies will fully support this event through our attendance, and we invite you to do likewise by committing now to the 2008 Texas Upfront.

The participation cost is nominal, as described on the attached program detail, and includes admission for several members of your company, a tabletop Media Expo and buffet dinner from 5:30 to 7:00 p.m., followed by a multimedia presentation of programming for key TV networks and stations and live entertainment. Proceeds will benefit Hispanic marketing students, subsidizing internships as a form of scholarships.

We look forward to having you join us for this innovative media event, which will allow our colleagues and clients to learn about your programming on our own turf here in Texas.

For more information on the details of this program, feel free to contact Diane Huth, SAVisión Chair, (210) 601-7852, dxhuth@valassis.com or Scott Keeler, Upfront Chair, (210) 859-6914, scott.keeler@citcomm.com

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