

PMG, DMI IN NEW COLLABORATION

Promotional Management Group (PMG), a San Antonio-based marketing and promotions agency with special expertise in Hispanic promotions, has announced that they will team up with Dairy Management Inc.TM (DMI) to help showcase and market U.S. cheese in the Hispanic retail environment.

Lorri Christou, DMI's vice president of integrated communications, said "We are excited to be working with a partner that can offer the Hispanic retail marketing expertise of PMG."

Dairy Management Inc. works with state and regional dairy organizations to ensure the future success of dairy by helping generate sales and demand in partnership with industry via strategic insights and business modeling, nutrition education, innovation and technology research, and integrated marketing and promotion via diverse channels.

PMG President and CEO Brent Statzer said, "Our project with DMI is exciting, and we look forward to helping them introduce first generation Hispanics to new U.S. dairy products and usage ideas."

Founded in 1992, PMG is an award-winning marketing, retail and event services agency. PMG clients include Unilever Foods NA, H-E-B Grocery Co., Republic National Distributing Co., The Hershey Co., The National Pork Board, Clorox, and Gallo Winery. The company has offices in San Antonio, Texas and Chicago, Illinois.

For more about PMG, call (210) 341-8877, or visit www.pmgsuccess.com.

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