



PMG TO ADDRESS SA VISION MARKETING MASTERY SERIES

Eric Sosa, Director of Retail Services for PMG Retail & Entertainment, a division of PMG, Inc., has been invited to speak at SA Vision's Marketing Mastery Series luncheon February 13, 2008, in San Antonio.

SA Vision is an affiliate of the American Marketing Association San Antonio professional organization for people involved in the practice, study and teaching of Hispanic marketing.

Eric will present:

Shopping Behavior: "Capturing the Hearts of the Hispanic Consumers at Retail"

You have heard the stats about the impact of the Hispanic market. But how do you turn those insights into engaging programs that really deepen your brand's or store's relationship with the Hispanic market? How can you maximize the in-store shopper experience? What can you do to ensure the success of your program at the point of purchase? This presentation will answer these questions using a variety of innovative Hispanic retail marketing program examples.

Mr. Sosa has developed several award-winning retail programs including a 2006, Pro Award for Best Retail/Co-Marketing Campaign. In 2007, his retail team was awarded the National Grocers Association Creative Choice Award and a Reggie Award for an innovative Hispanic mobile marketing program.

Mr. Sosa has served as a guest speaker at Hispanic Marketing Conferences across the United States. He is passionate about helping retailers and brands develop a deeper relationship with their Hispanic consumers.

Founded in 1992, PMG is a national 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, Dairy Management Inc., Clorox, and Gallo Winery. The company has offices in San Antonio, Texas and Chicago, Illinois.

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