



**Phoenix Multicultural Practice and Nielsen Company Launch National Homescan®
Hispanic Consumer Panel**

*To Research Purchases of More Than 11,000 Households in Nation's Fastest-Growing
Population Segment*

Boston, MA – May 23, 2007 – Phoenix Multicultural, a Phoenix Marketing International practice, announced today it has joined forces with the Nielsen Company to conduct a first-of-its-kind national Homescan Hispanic Consumer Panel. With a research sample of 11,000 households, the panel will provide Fast-Moving Consumer Goods (FMCG) manufacturers and retailers with detailed insights into the needs, preferences, and shopping habits of Hispanic consumers.

Hispanics are America's fastest growing demographic group. According to the United States Census Bureau, they will number 50 million and comprise 18% of all households with children in the U.S. by 2010. This projected growth makes Hispanics are critically important to the FMCG market space.

"Marketers were asking for broader and more comprehensive purchasing patterns within the Hispanic community than Nielsen's present work with its 1,500-household Los Angeles panel provides," stated Raul Lopez, president of Phoenix Multicultural.

"The National Homescan Hispanic Panel will allow client companies to translate these findings into brand-specific plans. By combining our team and research methods with those of Nielsen, we will deliver the first comprehensive research of its kind for the Hispanic population, which is a \$1 trillion market segment."

Consumers who elect to join a Homescan Consumer Panel will scan their purchases on a continuous basis across all shopping outlets. Nielsen can then provide reports on Hispanic product consumption across all levels of acculturation.

"We have already begun the panel expansion and expect to have it completed by December 31, 2007," continued Lopez. "The first client deliverables are targeted for May of 2008 for this marketplace, which continues to grow in influence and purchasing power."

About Phoenix Multicultural Practice

Phoenix Multicultural, previously known as Cultural Access Group, is a division of Phoenix Marketing International. Since our founding in 1986, our award winning company has provided state-of-the-art, high-quality multicultural market research and consulting services to Fortune 500 companies and small businesses in virtually every industry and category in the United States. Through our extensive work in multicultural market research we have substantial expertise in African-American, Asian, Hispanic, and many other emerging market segments. For more information, please visit <http://www.phoenixmi.com/cag/>.

About Phoenix Marketing International

Founded in 1999, Phoenix Marketing International is one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the financial services, consumer package goods, automotive, healthcare, and travel and leisure industries worldwide. Phoenix also offers advanced advertising and brand measurement along with direct marketing expertise. Phoenix has offices in Rhinebeck (NY), Somerset (NJ), Detroit, Boston, Salisbury (MD), Chicago, Los Angeles, Tampa, and Miami.

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