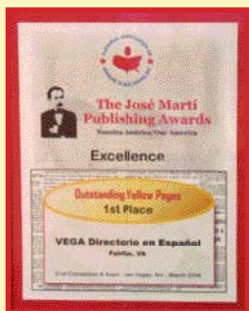




DIRECTORIO en Español

Facts

- 89% of all US Hispanics think and reason in Spanish.
- 60% say they comprehend Spanish the best.
- Communicating to Hispanic consumers in their primary language is critical to getting and keeping their valued business.
- "I don't expect a business owner to speak Spanish, I just expect to feel welcome."
Dina Diaz, Engineer.



Why Directorio en Español?

- Reach lucrative Hispanic market - Potential loyal customers in buying mode looking for the products or services you sell.
- Gain a competitive edge and substantially increase your profits.
- Hispanic consumers are a growing source of business for any business!
- We are a part of the local Hispanic community. Our directory in homes provides a direct invitation to use your business. Unlike general directories, there are no barriers to reach the Hispanic consumer.
- We provide greater understanding for faster and deeper appeal because:
 - U.S. Hispanics think and reason in Spanish.



Why Directorio en Español in Atlanta?

The Hispanic consumer is a critical market in Atlanta.

- The Atlanta area has over 400,000 Spanish-speaking consumers.
- 20% speak Spanish exclusively.
 - 30% speak primarily Spanish.
 - 50% speak both Spanish & English.

Buying Power: Estimated to reach over \$ 12 Billion in 2006.

Communicating to Hispanic consumers in their primary language is critical to getting and keeping their valued business.



We want to be your business partner.

- We are experts at communicating to the Hispanic market.
- We offer turn key professional design and translation services at no extra charge.

José Martí Publishing Award for Outstanding Yellow Pages, 2006 (Fifth consecutive year.)

