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16-year PR Veteran Launches New Bay area Firm

The MarQuin Group, Inc. specializes in consumer brand and business-to-business PR and marketing communications targeting African-American and U.S. Hispanic markets.

BRANDON, FL (July 31, 2006) - With more than 16 years of public relations experience and numerous industry awards, LaQuinda Brewington will officially launch the Bay area's newest PR agency, The MarQuin Group, Inc., on Aug. 1, 2006.

The MarQuin Group specializes in business-to-business and consumer brand marketing communications programs that are culturally sensitive and relevant in targeting African American and Hispanic consumers. Before forming The MarQuin Group, she served as a public information officer for Hillsborough County government and spearheaded many of the marketing and community relations activities for the county's elections office, where a large part of her duties included developing programming to better reach Hillsborough County's African American and Hispanic voting populations.

"I am very excited about offering these kinds of services to better meet the communications needs of such an important and emerging consumer base," said LaQuinda Brewington, president and CEO, The MarQuin Group, Inc. "Most companies know the importance of targeting multicultural audiences but they don't always know how to do it. The MarQuin Group provides the knowledge and insight to provide award-winning work for our clients that helps them make connections with consumers that go beyond placing the obligatory brown face in a print or television ad."

Combined, African-Americans and Hispanics make up more than 80 million of the total U.S. population and have a combined buying power of over \$1 trillion.

"Based on statistics, it's clear that marketers can not afford to ignore these consumers," said Brewington. "We not only want to help clients reach consumers, we want to help them develop real solutions between their brand and these communities in a culturally

sensitive and relevant way.”

About The MarQuin Group, Inc.

The MarQuin Group's full-service public relations, marketing and multimedia strategies are designed to help visionary organizations engage people in ways that will help grow their brands. We understand that cultural diversity isn't two-dimensional. It's about recognizing the distinct tastes and preferences of people, then creating a communications program that is real, relevant, responsible and reflective of those cultural influences. For more information about The MarQuin Group, visit <http://www.themarquingroup.com>.