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The MarQuin Group Forms Strategic Partnership With Atlanta-Based BLH Consulting, Inc.

*Agency welcomes Betsy Helgager Hughes and
Alejandra Cádiz-Gómez to team*

BRANDON, FL (Aug. 1, 2006) – The MarQuin Group, Inc., a Brandon-based independent public relations firm founded in 2003, proudly announced the formation of a strategic partnership with Atlanta-based public relations firm, BLH Consulting, Inc. today. Together, the firms will specialize in developing and implementing consumer brand and business-to-business marketing communications programs that are culturally sensitive and relevant in targeting African-American and Hispanic consumers, expanding their multicultural marketing reach throughout the Southeast.

BLH Consulting President, Betsy Helgager Hughes brings with her more than 16 years of experience and four Silver Anvil Awards. She offers a wealth of experience in business-to-business, consumer brand marketing, and multicultural communications. Before forming BLH Consulting, she founded and spearheaded the global public relations industry's first dedicated, in-house team to focus on the African-American consumer, Ketchum Public Relation's African American Markets Group.

The Coca-Cola Company, Procter & Gamble, Atlanta Life Financial Group, American Institute for Managing Diversity, The Council of PR Firms, MultiCultural Foodservice & Hospitality Alliance, American Marketing Association Foundation, Microsoft, Clark Atlanta University, Lanier Worldwide, Wendy's, Mahogany Cards, Lions Clubs International, Visa, Tropicana, Tiger Woods Foundation, Cingular Wireless, Just For Men, Johnson & Johnson, Sister Souljah, Black Independent Film Distributors, ING Financial Services, Concessions International, LLC, GlaxoSmithKline and the National Court Appointed Special Advocates (CASA) Association and others have and are benefiting from her expertise.

Betsy started her public relations career at Hallmark Cards, Inc. as a company spokesperson where she most notably launched the company's first Kwanzaa Card.

Betsy is a 1990 journalism graduate of Florida Agricultural & Mechanical University. She is an active member of the Board of Visitors of FAMU's School of Journalism, Media and Graphic Communications, and the 1999 recipient of the Thelma Thurston Gorham Distinguished Alumnus Award for her contributions to the School's PR program and the public relations industry.

Also joining the team is Chilean-born Alejandra Cádiz-Gómez, head of Hispanic & Latin American Markets. Alejandra has more than a decade's worth of experience with U.S. Hispanic and Latin American markets and will be responsible for spearheading all efforts dedicated to creating meaningful communications programs toward U.S. Hispanic and Latin American consumers. In addition to implementing media relations and holistic communications strategies, she will also provide translation services for websites, brochures, advertising and other marketing materials.

Alejandra has served as a public relations consultant to major clients within the U.S. Hispanic and Latin American markets. Most recently, she has worked on both the development and implementation of consumer brand marketing strategies for such clients as the Panamanian Tourism Board, Nokia and BellSouth. Cádiz-Gómez has played a major role as an English-Spanish translator for accounts including The Home Depot, Procter & Gamble, Bridgestone, The Panamanian Tourism Bureau and Nokia. She has also used her vast experience and deep knowledge of both the U.S. Hispanic and Latin American cultures to build relationships with key media in these markets. Cádiz-Gómez is an alumna of the National Institute of Professional Education in Santiago, Chile, where she graduated with a Bachelor of Communications and Public Relations degree.

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>.

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