

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

Sent: Tuesday, July 13, 2010 9:28 AM

Subject: Soledad O'Brien, Keynote Speaker at Hispanic Retail 360 Summit 2010 - August 8-10, San Diego, CA



Time is Running Out for Savings!

ONLY 4 WEEKS AWAY!

HISPANIC RETAIL 360 SUMMIT • 2010

Hyatt Regency La Jolla, San Diego, CA
August 8-10, 2010

Presented by: **Coca-Cola**

Hosted by: **Convenience Store News** **GROCER** **nielsen**

Produced by: **Stagnito**

Branding to the Trillion Dollar U.S. Latino Market

CLICK HERE TO REGISTER TODAY AND SAVE \$200 OFF THE ON-SITE RATE!

SPECIAL CONFERENCE SAVINGS

Stagnito Media has reserved a block of rooms for Hispanic Retail 360 attendees at the Hyatt Regency La Jolla at Aventine for a special discounted rate of \$99 per night. You must reserve your room before July 16, 2010 to receive this rate. Please make your reservations as soon as possible as rooms in this block are limited and availability is not guaranteed.

This is the Premier Event for Best Practices in Hispanic Marketing

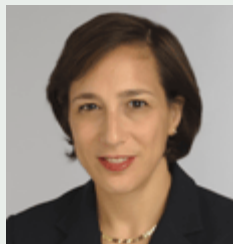
Join hundreds of today's top retailers, consumer goods manufacturers, advertising and marketing executives and consultants who attend this annual summit to learn more about Hispanic and Latino consumers and how to market to them effectively. **The Summit offers:**

- A Speaker Panel of Leading Authorities
- Custom Conference Agendas
- Hispanic Retail Excellence Awards
- Leading Exhibitors
- Networking Events

STORE TOUR Features Northgate Markets

The conference is preceded with an optional Store Tour of several San Diego area retailers serving Latinos successfully. Northgate Markets, No. 1 in San Diego, will be on the tour.

Learn from the Experience and Knowledge of
These and Other Hispanic Marketing Leaders:



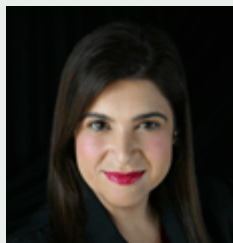
Irene Sibaja
*Senior Director,
Multicultural Marketing*
7-Eleven Corp
"Serving Blue-Collar & Budget
Conscious Latino Shoppers"



David Morse
President & CEO
New American Dimensions
"Gaining Multicultural Intelligence"



Rudy Rodriguez
*Director, Multicultural
Marketing*
General Mills
"Targeting Latino Shoppers
with a Measurable ROI"



Ana Grace
Site Manager
BestBuy.com
"Targeting Hispanic Shoppers in the
'New World' of the Internet"



Dr. Felipe Korzenny
Center for Hispanic Studies
Florida State University
"Why In-Culture Marketing is Critical to the
Long-Term Success of Any American
Enterprise"



Nannette Rodriguez
*Director of Hispanic
Marketing, Business
Development*
Innova Ideas & Services
"Hispanic Social Networks:
Welcome to Web 3.5"



Michael Klein
Co-founder
Latinum Network
"Understanding the
Hispanic Consumer"



Lou Willsea
*Market Consumer Planning
Manager*
Brown-Forman Inc.
"Using Acculturation as a Tool
to Predict Hispanic Demand"



Autumn Dawn McDonald
*Director, Consumer Insight
& Strategy, Kraft Foods*
"Leveraging In-Market Testing
to Make Smarter Choices
& Ensure Greater ROI"



KEYNOTER: Soledad O'Brien
Acclaimed Special Investigations Correspondent
and Host of CNN's "In America" Documentaries.

VISIT WWW.HISPANICRETAIL360.COM FOR A COMPLETE AGENDA

DON'T DELAY, REGISTER TODAY AT PRE-SUMMIT RATES AND SAVE!

ONLY 4 WEEKS TO GO!

Click Here to Register!

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Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at www.multicultural.com

Lisa Skriloff, Editor
Multicultural Marketing Resources, Inc.
101 Fifth Avenue, Suite 10B
New York, NY 10003