

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: VRTCCOM Salutes Houston, Texas with New Agency

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January 7, 2010, Houston, TX--VRTCCOM is pleased to communicate the launch of a new agency in the city of Houston, Texas starting in January of 2010. Following its model of Simple & Personal service VRTCCOM expands within the Texan region its unique advertising vision. Miguel Longoria functions as the Office Manager along with Octavio Orozco VP General Manager and Eduardo Torres President CEO.

Due to the vast potential of the Hispanic market in the United States that VRTCCOM- extension of Vertice Communication Group- has observed, the desire and aspiration arose to grow as a company in order to understand, serve and communicate even better amongst the Hispanic market that resides in the nation.

The VRTCCOM team in Houston supports the delicious and fresh Mexican Strawberry. In an effort with the Mexican Federal Government, SAGARPA and The National Council of the Strawberry CONAFRE A.C, an advertising campaign to promote the consumption of the strawberry in the United States with a focus on the state of Texas was launched early December and will continue till February. Cities such as Dallas, San Antonio and Houston will enjoy sampling events in the supermarkets Fiesta and Handy Andy among other promotional events.

Along with the promotion of the Mexican Strawberry campaign, the VRTCCOM office will coordinate and operate the 2010 online strategies for Azteca Milling brand Maseca, which will be key in its communication plan this year.

The Houston team will bolster the operations of Mexicana Airlines in that region offering more opportunity and efficiency in all the advertising efforts within the Hispanic and General Markets, markets in which VRTCCOM has established a strong brand presence.

VRTCCOM foresees for the year 2010 a stronger approach of the brands in Texas, which is considered the second most important in the Hispanic world and proximate to emerging regions that have proven an astonishing growth in consumers.

With these events VRTCCOM, proudly continues to promote Mexican products and rising as a Hispanic company launching new careers in Advertising for the Latino community.

For more information contact Octavio Orozco, VP General Manager at 424-247-1161 or octavio.orozco@vrtccom.com. Visit www.vrtccom.com.

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About This Newsletter

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