

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

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Subject: Daisy Exposito-Ulla, Chairman and CEO of d expósito & partners Receives Women of Virtue Award from LatinBiz Magazine

Daisy Expósito-Ulla, Chairman and CEO of d expósito & partners Receives Women of Virtue Award from LatinBiz Magazine



New York, NY, October 30, 2009 – Daisy Expósito-Ulla, Chairman and CEO of d expósito & partners has been honored as one of LatinBiz’s 2009 “Women of Virtue” at the Fourth Annual Women of Virtue Awards luncheon held at the Doral Park Country Club in Doral, Florida on October 29, 2009 in Miami.

Latin Business Club of America, an eight year old networking organization is dedicated to promote businesses within the Latin community and foster understanding between Latinos and other Americans. The award, presented by LatinBiz magazine, the official publication of Latin Business Club of America, is a highly prestigious recognition of women who, through virtue and work, bring about social and economic change, support other women, serve as outstanding role models, and demonstrate outstanding performance within their professions to further advance women in their fields.

In accepting the award, Daisy Expósito-Ulla referred to her re-invention after having led the largest communications agency in the history of the US Hispanic market to now being at the helm of an independent shop. “F. Scott Fitzgerald once said that there were no second acts in America. The fast growth of our agency since its inception has proven the novelist wrong,” she said.

This “Women of Virtue” award is particularly significant to Daisy as she has always brought high standards in ethics and principles to her work at the agency, and in pro-bono initiatives, and has sought to bring social and economic betterment to the Hispanic community in general and, in particular, Latinas.

Daisy Expósito-Ulla is an iconic name in advertising to Hispanics and in multicultural communications in America. She built and was a long successful leader of the largest Hispanic advertising and marketing agency in the country, the Bravo Group, a Y&R/WPP company, encompassing all of multicultural agencies with billings of over half a billion dollars. Today, Daisy as the Chairman/CEO leads d expósito & partners, the fastest growing agency in the multicultural arena, with clients such as ConAgra Foods,

McDonald's, Amway, Kozy Shack, New York City Company, and most recently the US Census 2010. In fact, she helped lead the US Census 2000 which helped determined outstanding population numbers among Hispanics. Daisy has led AHAA, the Association for Hispanic Advertising Agencies. She works with the White House on the National Campaign to Prevent Teen Pregnancy and as an icon in the industry she received innumerable awards, including the American Cancer Society's *Humanitarian Award*. Recognized by her peers in the communications field, she is the first Latina to receive the Matrix Award from New York Women in Communications. Daisy also received the Carvel Immigrant Entrepreneur Award and has been recognized by the International Center, alongside Henry Kissinger.

Among the other "Women of Virtue" awards recipients were Vilma Petrash, Political Analyst, Host "Temas de Mujer" WLRN -17 Miami; Christina Cartaya, Partner, The Agency; Alicia M. Laszewski, Chapter Executive, American Red Cross, Broward Chapter; Susie Levan, Founder, The Work-Life Balance Institute for Woman and Balance Magazine; Maria Martinez, President, Execumar and Maria Eugenia Pardo, Chief Creative Officer, Silva + Pardo.

"I, personally, feel extraordinarily humbled and privileged to have the opportunity to honor these outstanding women," said Monica Puig, President and Founder of Latin Business Club of America. "It is through example and their utmost display of great virtues: compassion, cooperation, courage, faith, fortitude, friendship, hope, justice, motivation, perseverance, responsibility, and work, that they inspire the rest of us on a daily basis," she added. "Now more than ever, we need to celebrate and support each other, and count our blessings."

About d expósito & partners

d expósito & partners aims to be their clients' agency catalyst for winning consumers in today's dynamic marketplace. Providing a complete dedication to a new, critical way of looking at today's consumer landscape, the independent agency provides excellence in marketing while creatively leveraging cultural insights for a total market solution in today's digital age. Clients include Amway Global, Anheuser-Busch/InBev, Census 2010, Kare Distribution, Kozy Shack Enterprises, José Limón Dance Company, Mazda North America, McDonald's New York Tri-State Region, NYC & Company, Pepsico, Philharmonic Orchestra of the Americas, V-me, and now ConAgra Foods.

About Latin Business Club of America

Founded in 2000, Latin Business Club of America has become an important strategic alliance for businesses who desire a presence in the Latin community. The company's goal was to develop a way for businesses to expose their messages and products to top executives at a time when they would associate the pleasurable relaxed experience to the product. This goal was accomplished through the development of monthly networking events. The company wanted to give their members, today surpassing 12,000, not only the benefit of promoting their businesses B2B but also to the world, thus creating this Web site where members are listed by category.

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