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Captura Group Names Renowned Hispanic Marketing Expert Felipe Korzenny, Ph. D. Senior Strategy Consultant

- Partnership will enhance Captura Group's strategic Hispanic online offering and provide added value for Hispanic online marketers -

SAN DIEGO – December 04, 2008 – Captura Group, the leading provider of Hispanic in-language and in-culture online solutions, announced today that renowned Hispanic marketing expert Felipe Korzenny, Ph. D., has been tapped to be Senior Strategy Consultant to the company. The collaboration between Dr. Korzenny and Captura Group will expand on Captura Group's strategic Hispanic online solutions by providing marketers with actionable insights to inform Hispanic online strategies.

"Throughout my 30 year career in Hispanic marketing, I have seen first hand how Hispanics embrace technology and the impact it has on their lives as they strive to integrate with U.S. culture while preserving their own," said Korzenny. "Marketers looking for growth opportunities must develop a strategic approach for reaching Hispanics online. Captura Group is the industry leader in providing user-centered, strategic Hispanic online solutions, and I am thrilled to consult with this talented team of professionals to provide deeper insights into Hispanic online consumer behavior."

Dr. Korzenny is the Founder and Director of Florida State University's Center for Hispanic Marketing Communication and has published six books and nearly a hundred research publications dealing with communication and culture. Prior to joining Florida State University in the Fall of 2003, he was a principal at Cheskin, a firm he joined in 1999 when he merged his own company, Hispanic & Asian Marketing Communication Research. Dr. Korzenny holds an M.A. and a Ph.D. from Michigan State University in Communication Research, where he was also a faculty member. Dr. Korzenny is on the Board of the Advertising Research Foundation and is a prominent speaker at nationwide symposiums and conferences on the Hispanic market.

"The Hispanic online market represents a compelling opportunity for marketers looking for a quantifiable return on their marketing investment," said Lee Vann, CEO and Founder of Captura Group. "Hispanics are the largest minority group in the country and Internet penetration among them has reached critical mass," said



Vann. “In addition, the Internet is a proven, cost effective and quantifiable marketing medium. By combining Dr. Korzenny’s deep cultural insights with Captura Group’s in-language and in-culture Hispanic online approach, we will offer marketers a comprehensive solution to capitalize on the Hispanic online market opportunity.”

About Captura Group

Since 2001, Captura Group has pioneered the development of Hispanic in-language and in-culture online solutions, enabling leading companies and organizations to deliver a compelling online experience that provides user value and accomplishes business objectives. From research and strategy development to online program execution, Captura Group’s work spans across different languages and cultures but has one thing in common: measurable results that make a difference to a client’s business and their customers. Captura Group’s clients include Allstate Insurance Company, PayPal, Century 21, and the US Government’s official portal in Spanish, GobiernoUSA.gov. For more information, visit www.capturagroup.com.

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