

An illustration of several hands in various colors (yellow, brown, pink, blue, white) holding different types of mobile phones (feature phones and smartphones).

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## **Directo Hispanic Expands Marketing And Advertising Portfolio With Briabe Media Partnership**

**FOR IMMEDIATE RELEASE**

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**Los Angeles, CA (8-22-07).** Briabe Media, a leading full service multicultural mobile media agency, and Directo Hispanic, a leading integrated brand and sales marketing agency offering services targeted to the Hispanic market, announced a strategic relationship to deliver multicultural mobile marketing strategies and solutions to clients.

Directo Hispanic offers clients solutions in six main areas which include: Marketing Services, Movie Marketing, Traditional Media, Alternative Media, Corporate Sponsorships, Talent Endorsement, Publicity and Interactive Marketing & Online Services. Briabe Media's Mobile Marketing expertise and solutions will provide Directo Hispanic's clients with additional tools to reach the targeted market and solve specific needs or create integrated campaigns.

Hispanics are now the fastest-growing and youngest-skewing U.S. mobile segment, with higher average revenue per user (ARPU) than any other demographic group, according to the latest research by Telephia. Brands have recognized that in order to stay in front of this increasingly mobile audience, incorporating a mobile marketing strategy into their marketing mix is quickly becoming a necessity. By partnering with Briabe Media, Directo Hispanic will now be able to offer clients a variety of mobile marketing solutions to complement their already extensive suite of services.

“This partnership is great for Directo Hispanic's clients as they will be able to fully integrate the mobile channel within their media mix to expand the reach and return of their media investments” said Leonard Abeyta, Co-Founder and COO of Briabe Media. “Hispanic audiences are using mobile voice and data services at a much higher rate than non-Hispanic audiences. Together we will be able to offer solutions that best connect with the Hispanic audience when it is most receptive.”

“We are very excited to add mobile marketing platforms to our promotional strategies” said Diana Mejia-Jones, CEO of Directo Hispanic. “Through this new partnership, we will be able to meet the demands for advanced media and new technologies for the US Hispanic Market.”

For more information please contact us at [sales@briabemedia.com](mailto:sales@briabemedia.com) or 310-710-2380.



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### **About Briabe Media**

Briabe Media is a leading full service, multicultural mobile media agency founded by an experienced leadership team that has worked in and around the mobile telecommunications space for more than a decade. Briabe Media's mission is to help brands leverage mobile platforms to connect with customers via unique solutions and campaigns that complement their existing marketing efforts and expand their reach, revenue potential, and most importantly, their relevancy to the lifestyles of their target audience.

### **About Directo Hispanic**

Directo Hispanic is a full service integrated marketing agency specializing in designing relevant lifestyle campaigns targeted to the Hispanic Market. Directo Hispanic's mission is to develop fully integrated programs that link branding strategies to below the line executions complemented by media and publicity.