

Orlando, October 15th, 2010

## The Group Advertising selected as TOP HISPANIC Entrepreneurs in the State of Florida



Hernan Tagliani

In time of crisis, the survival of a business is crucial. Mr. Hernan Tagliani, President-CEO of The Group Advertising, is the proven story of a real trooper. He has been an award recipient of “Top 17th Hispanic Entrepreneurs 2010 in the State of Florida” selected by Hispanic Target Magazine and Deward’s Whisky in October 14th 2010.

Mr. Tagliani said “ It is an honor for me to be recognized by these wonderful organizations. This has been the result of hard work, dedication and passion for the business. I am still celebrating our nomination in 2009 as finalist of Don Quijote Awards as Best Business of the year less than 5 years. This is an award brought to the community by the Hispanic Chamber of Commerce of Metro Orlando and HBIF.

The acquisitions of 3 remarkable accounts such as: Hooters of America, Old Florida National Bank and Orange County Library System played an important role in the growth of the agency said Mr. Tagliani. “We always strive for creative campaigns that connect with the Latino core values and generate High Return of the Investment for our clients. We are always looking for clients that have a clear understanding of the necessity to expand their services or products to the Hispanic market but they do not know how to do it”.

### About Hispanic Target Magazine

HISPANIC TARGET is the first USA business magazine in Spanish which reaches different Hispanic cities in Florida & the United States. Formerly a bimonthly publication (every two months) starting January 2007, it has grown to become a monthly source of business information featuring sections such as Real State, Latin America, Miami, U.S. Hispanic Market, Opinion, Visas & Investment, Business, Lifestyle and much more. Thanks to its content and print quality, HISPANIC TARGET has rapidly become popular among Hispanic readers, with the aim of becoming a national business magazine.

With an easy-reading, modern, and original format, which takes into account the value of business people’s time, the magazine is distributed mainly among main executives in Miami and South Florida. Since March 2007, Hispanic Target has a new edition for Orlando which is also distributed to Central Florida, the acceptance of the magazine in this areas has been great. As a result of agreements with several Bi-national Chambers of Commerce and its distribution in business centers, hotels and corporations, HISPANIC TARGET reaches a key business target with clear signs of growth.