

## **NEWS Release**

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### **Baker Dillon Group Adds Spanish Language Marketing**

(Clovis, CA) July 13, 2004 – The Baker Dillon Group, a total involvement advertising, branding, marketing and publicity firm, has added Spanish language marketing capabilities to its line-up of creative services.

Spanish language marketing services will include print and broadcast advertising, and collateral and web design, as well as publicity programs featuring print news releases and feature articles, video news releases, radio promotion and focus groups, designed to reach a wide-range of the Spanish speaking population throughout the U.S.

“As the Hispanic population continues to grow, more companies are targeting their product awareness towards the Hispanic demographic,” says Sheldon Baker, Baker Dillon Group senior partner. “There are many opportunities to educate the Hispanic community about consumer products and we want to be part of it.”

The Baker Dillon Group transforms company and product marketing into emerging brand experiences. The firm has created marketing for health, food, entertainment, music, sports and real estate industry clients. For more information about Hispanic marketing contact Sheldon Baker at (559) 325-7191. The web site is [www.bakerdillon.com](http://www.bakerdillon.com).

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