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AHAA Reacts to Move by Univision

McLean, VA, January 15, 2013 – For the past 18 years, AHAA and its members have worked collectively with Univision to bring more advertisers into Hispanic marketing and to build a strong and vibrant Hispanic marketing industry. As Univision Communications announced the formation of the “Univision Agency,” AHAA: the Voice of Hispanic Marketing, issued the following statement:

"With Univision's move to package its internal research, media and creative divisions under the name 'The Univision Agency,' we hope this reorganization will enhance the relationship Hispanic agencies have with Univision by improving the tools and methodology supporting product integrations in Univision programming, as well as promoting Univision content. AHAA will continue to work with Univision to promote the use of AHAA member agencies to ensure that advertisers have access to and understand the full depth and breadth that the Hispanic market offers.

AHAA looks forward to continuing its partnership with Univision to ensure that 'The Univision Agency' does not negate the use of Hispanic agencies. AHAA will continue working with Univision to promote a vibrant Hispanic marketing segment."

About AHAA: Headquartered in McLean, VA, AHAA: The Voice of Hispanic Marketing represents the best minds and resources dedicated to Hispanic-specialized marketing. Companies trying to reach and connect with Hispanic consumers turn to AHAA members for unmatched cultural expertise and knowledge. As the voice of the Hispanic marketing industry since its founding in 1996, AHAA demonstrates the value of targeting Hispanics, showcases the impact of using AHAA member agencies, and provides forums for the discussion and dialogue between brands and industry professionals. For more information, please visit <http://ahaa.org>.

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