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the voice of hispanic marketing

Rupert Murdoch Confirmed to Deliver Opening Address at AHAA's 2014 "Thinking Under the Influence" Conference

Fairfax, VA, March 21, 2014 – Today, **AHAA: The Voice of Hispanic Marketing** announced a jaw-dropping addition to its already stellar 2014 conference lineup: **Rupert Murdoch**, Chairman and CEO of 21st Century Fox, the world's premier portfolio of cable, broadcast, film, pay TV and satellite assets spanning six continents across the globe, and Executive Chairman of News Corp, the largest news and information services provider in the English-speaking world. During the opening session of the conference (Monday, April 28 at 1pm ET), Mr. Murdoch will share his insights on the changing landscape of news media in the next five years and the significant business opportunity in the Hispanic market.

"We know how selective Mr. Murdoch is with his speaking engagements," said Aldo Quevedo, chair of AHAA and principal/creative director of Richards/Lerma. "It is an honor that he has chosen to present at the AHAA 'Thinking Under the Influence' Conference and share what role the U.S. Hispanic Market plays in the world's largest news conglomerate's strategy."

Mr. Murdoch has more than 60 years of building global media empires that span across journalism, publishing, film and broadcast. Establishing himself in Australia by taking control of News Limited, he ventured into Europe and the U.S., where his company's publishing interests grew to include capital city and suburban newspapers in Australia and the U.K. and the *New York Post* in the United States. In 2007, the Company acquired Dow Jones & Company, including *The Wall Street Journal*.

After purchasing Twentieth Century Fox Film Corporation, the studio which has produced many award-winning films, including the two top-grossing films of all time *Titanic* and *Avatar*, Mr. Murdoch was instrumental in creating the Fox Television Stations group, the FOX Broadcasting Company and FOX Sports. He went on to launch the 24-hour news service FOX News Channel and established a series of successful cable networks, including Fox Sports Network, FX and the National Geographic Channels. In addition, Mr. Murdoch's maintains top media conglomerates across Europe, Asia and Latin America.

Mr. Murdoch joins an A-list lineup of marketing industry elite: Award-winning filmmaker **Robert Rodriguez**; multi-Platinum artist **Prince Royce**; **Rui Porto**, CMO, Havaianas; **James Ortiz**, CMO, U.S. Army; **Jane Gould**, CMO, Viacom; **Jamie Moldafsky**, CMO, Wells Fargo; **Olivier François**, global CMO, Chrysler; former global telecommunications executive **Sol Trujillo**, founder of Latino Donor Collaborative (LDC); **Nico Pimentel**, co-founder and innovation director, +Castro; **Papon Ricciarelli**, CEO of DON; best-selling author **Jonah Berger**; **Christian Martinez**, head of sales of U.S. Hispanic at Facebook; **Juanjo Duran**, head of Hispanic content, YouTube; **Mark Lopez**, head of U.S. Hispanic sales, Google; **Borja Perez**, SVP Digital Media & Social Media, NBCUniversal/Telemundo; and **Nuria Santamaria**, Multicultural Strategy, Twitter.

To register for the conference, please visit <http://ahaa.org> – early bird rates have been extended until Monday, March 24. Follow all conference chatter on Facebook, LinkedIn and Twitter using the hashtag #thinkahaa.

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About AHAA:

Founded in 1996, AHAA: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise.