



# PRESS RELEASE

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## **Woman and Hispanic-owned Advertising Agency Services Tampa Bay**

Tampa, FL (April 5, 2008) -Arlene Segovia, most recently nominated as Best Head Executive for Centro Asturiano's Idolo 2007 Awards, and Griselle Martinez, Nominated as Best Advertising Representative, a team collectively known as the "Dynamic Duo," have officially announced their newest venture - a marketing, advertising and design agency called MAD House, Inc. based out of Tampa.

"The agency services small to mid-size companies in the Tampa Bay area that need professional and strategic executions with the feel of a national campaign. Since our expertise is within the Hispanic Market, we're looking to help these companies effectively target the fastest growing minority group," said Segovia. Both have been heavily involved within the Tampa Hispanic Community, participating in several events and initiatives during the past three years. Segovia, from El Salvador, currently serves as the Marketing Co-Chair of HYPE (Hispanic Young Professional Entrepreneurs) and is a member of the Sheriff's Hispanic Advisory Board. Martinez hails from Puerto Rico and has faithfully supported the Tampa Bay Hispanic Chamber of Commerce and HYPE throughout the last three years.

Two clients benefiting from the Hispanic marketing expertise offered by the agency are Jose Toledo, P.A. and Coda Sound, Inc., producers of the annual Conga Caliente Festival. General market clients on the roster include Destination Finders, a luxury and adventure focused travel agency, and Ally Turnkey, a professional home cleaning service. Both Segovia and Martinez have achieved a great level of success, individually and as a team. Their hard work, dedication and professionalism have established them as valued and respected members within the Tampa Bay community and beyond. Their future endeavors will assuredly offer the same level of expertise and professionalism as those that have worked with them have come to expect and rely upon.

The best from this Dynamic Duo is yet to come.

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