



PRESS RELEASE



For Immediate Release

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Saturn Presents the 5th Anniversary of the Conga Caliente Festival

Tampa, FL (July 9, 2008) – Saturn is proud to present the 5th anniversary of Conga Caliente, the premier Hispanic event in Tampa Bay, on November 9th. Saturn, a division of GM, has been involved with the festival since its inception at different sponsorship levels. Conga Caliente's 5th anniversary marks the third time GM has come in as the Presenting Sponsor. For this milestone anniversary, GM will showcase Saturn as the Official Vehicle of Conga Caliente.

Maritza Astorquiza, producer of Conga Caliente, is thrilled with the community's enthusiasm in welcoming the Conga Caliente Festival, once again to Al Lopez Park. "Even though this is a Tampa-based event, Conga Caliente has crossed the borders of the city, state and the U.S. as well," said Astorquiza. "Guests have made Conga Caliente a destination vacation, arriving from Miami, Puerto Rico, Spain and beyond." With attendees coming from such faraway places, Astorquiza adds, "Moving forward, our focus is to significantly expand Conga Caliente's international presence and increase Tampa's reputation as a vacation destination."

During its first four years, Conga Caliente has established itself as a vibrant and successful afternoon dedicated to celebrating the diversity of the Hispanic community and culture attracting an average of 35,000 attendees of all ages and backgrounds. The fifth year of this signature Tampa event will be bursting with musical excitement, activities, child-friendly entertainment, a health village, an art village, educational exhibits, a dominoes tournament and so much more.

Conga Caliente is open to the public from 11am to sundown. Parking and admission are free thanks to the support of Saturn, the Official Vehicle of Conga Caliente.

For more information on how to connect with the Hispanic community by becoming a sponsor of Conga Caliente, contact us at 813.546.0706 or at info@madhousefl.com or at 813.478.2534 or maritza@codasoundusa.com.

The Conga Caliente Festival is a signature event, wholly produced by Coda Sound, Inc.