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**CONILL WINS O'TOOLE MULTICULTURAL AWARD FOR SECOND STRAIGHT YEAR
AGENCY ALSO EARNS TOP CREATIVE RANKING AT CREMA**

MIAMI, APRIL 30, 2008 – For the second year running, Conill has won the American Association of Advertising Agencies' O'Toole Multicultural Award. The 2008 honor was presented to Conill EVP, Managing Director Carlos Martinez during the 90th annual AAAA's Leadership Conference, held last night in Laguna Niguel, California.

This is the fourth time that Conill has been honored with this distinction – two more than any other agency. "It is very gratifying to earn this peer-reviewed honor for a second straight year," said Mr. Martinez. "Our people have done an incredible job of pushing the edge further and further, culturally and creatively. Most importantly, the results of their efforts have been directly reflected in the performance of our clients' brands in the marketplace."

The O'Toole Multicultural Award honors creative excellence for a body of work targeted to a multicultural consumer audience. The awards are judged by a panel of volunteer judges comprised of professionals from AAAA member agencies throughout the United States.

In addition to its 4A's success, Conill recently earned the top creative ranking among U.S. Hispanic agencies in AdLatina's Crema annual register.

Every year Adlatina, the news portal which specializes in Iberoamerican advertising matters, publishes a ranking of the most creative agencies in each market. Rankings are based on agency performance at major international advertising festivals and local creative competitions.

About Conill

Conill, "The Latino Ideas Company," was founded in 1968 and is currently among the fastest growing and most highly awarded Latino agencies in the U.S. Its roster of blue-chip clients includes Continental Airlines, CVS/pharmacy, Metlife, Procter & Gamble, T-Mobile and Toyota Motor Sales. For more information, visit www.conill-ideas.com

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