

FOR IMMEDIATE RELEASE

Luis J. Diaz Joins Advisory Board of Diversity Affluence, LLC.

Hamburg, NJ, April 21, 2008 - Diversity Affluence, LLC. (www.diversityaffluence.com), the nation's foremost marketing consultancy for innovative outreach to prominent ethnic consumers, proudly names Luis J. Diaz as the newest member of its advisory board. Mr. Diaz is also the Chief Diversity Officer of Gibbons P.C. (www.gibbonslaw.com/biographies/attorney_biography.php?attorney_id=476), where he manages all aspects of the law firm's Diversity Initiative and is a partner in the firm's Intellectual Property division.

"Luis J. Diaz is a distinguished addition to an already accomplished board of leaders in business, technology, philanthropy, real estate, entertainment and social marketing. He is part of the rapidly expanding number of Royaltions™: affluent ethnic consumers with enormous influence and the ability to transform brands within their respective communities. Among Hispanic Royaltions™, Luis is part of a constituency with over \$32.3 billion in purchasing power. Communicating with these individuals is at the core of our business," says Andrea Hoffman, President and CEO of Diversity Affluence, LLC. "I welcome this honor to join the advisory board of Diversity Affluence because of the organization's longstanding commitment to furthering the potential of emerging markets and the consumers who expand these opportunities. This position enables me to work alongside several distinguished people who possess a strong record of success in this area," states Luis J. Diaz.

A Leader with Proven Credibility

Mr. Diaz additionally serves as the President & CEO of the United States Hispanic Advocacy Association (www.ushaa.com), where he plays an active role in working with major corporations and institutions of higher learning to develop innovative programs for diversity and inclusion. "Luis is a trendsetter and a wonderful ambassador for the outstanding achievements of the Latino community. Working with him will be a genuine pleasure as we increase the interests of fellow Royaltions™ throughout the nation," declares Ms. Hoffman.

About Diversity Affluence, LLC.

Diversity Affluence™ is a marketing communications and business development consultancy that specializes in delivering consumer insights on Royaltions™. The firm uses traditional and unconventional approaches to advise marketers, the media, agencies, and entrepreneurs on how to reach Royaltions™ online and offline. These consultants help clients identify new revenue streams, implement profitable business initiatives, and create or improve customer loyalty programs, marketing strategies and tactics. Diversity Affluence™ is a certified, woman-owned business.