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FOR IMMEDIATE RELEASE

Andrea Hoffman, CEO of Diversity Affluence™ Joins Board of Evidence Dance Company

HAMBURG, NJ, December 19, 2007—Andrea Hoffman, Founder of Diversity Affluence™, a consultancy that specializes in helping brands, businesses and agencies market to affluent ethnic consumers, accepts a Board position with Evidence Dance Company.

“Any individual, philanthropist or marketer who experiences Evidence first hand will be awestruck by the power of this organization and its extensive supporters of African American Royaltons™. I am humbled by this invitation and am committed to doing my part in delivering new and exciting partnerships to the organization,” says Hoffman.

In 2007, Andrea coined and trademarked the new term, “Royaltons™” which refers to an untapped demographic of American affluent ethnic consumers. This term defines any ethnic consumer who earns an annual individual income of at least \$100,000 and a household income of at least \$200,000. Royaltons™ is derived from the word “royalty”, a small but affluent group of influential people.

In January 2007, Diversity Affluence™ commissioned the only study of its kind, which determined that Royaltons™ have amassed \$110 billion dollars in purchasing power. “Smart marketers will benefit immeasurably from effectively engaging these influential consumers, who have been waiting to be acknowledged for years, but have been largely ignored by most marketers,” says Hoffman. “Our research concludes that Royaltons™ have money to spend, and are waiting for the smartest marketers to help them to decide where and how to spend it. It’s an untapped market for any business who wants to stand out.”

“I could not be more delighted over having Andrea ‘officially’ join the Evidence “family” as our newest board member. She has been a dedicated volunteer and brought amazing marketing energy and expertise to the dance company and we look forward to her leadership and insight on the board of directors,” says Reginald Van Lee, Senior Vice President of Booz Allen Hamilton and Chairman of Evidence Dance Company.

About Evidence Dance Company

Evidence, A Dance Company has toured worldwide, bringing its unique blend of African, Caribbean, modern ballet and social dance styles to such prestigious venues as Wolftrap, The American Dance Festival, Budapest Spring Festival, the Krannert Center, the John F. Kennedy Center and many others. Artistic Director, Ronald K. Brown, makes dance stories in response to the human condition and the current cultural climate. He shares various perspectives of life through modern dance, theater and kinetic story telling. His use of history, tradition, and spiritual dance forms from Latin America, the Caribbean and Africa, combined with modern and urban dance, says through the body what cannot be said in words. Visit evidencedance.com for more information on this organization.

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About Diversity Affluence™

Diversity Affluence™ helps brands, businesses and agencies market to affluent ethnic consumers. As the first company of its kind, Diversity Affluence™ provides the depth and breadth of marketing and business development consulting necessary for companies to effectively understand, target and market to a wide range of Royaltos™.

For more information about consulting services, speaking engagements and media content, contact Amy Bassi. You can also visit www.diversityaffluence.com.