

FOR IMMEDIATE RELEASE

Diversity Affluence, LLC., and UPTOWN Magazine Launch Exclusive Survey for Wealthy African-American Consumers

Hamburg, NJ, March 10, 2008 - Diversity Affluence, LLC. (diversityaffluence.com), the nation's foremost marketing consultancy for innovative outreach to prominent ethnic consumers, announces its exclusive online survey of affluent African-American men and women (25-44). The survey, sponsored by UPTOWN magazine (uptownlife.net) and available through Diversity Affluence's website, is a rare opportunity for successful African-Americans - with individual annual incomes between \$75,000 and \$150,000 - to register their thoughts about luxury brands and other forms of marketing.

To qualify to participate you must live in Atlanta, D.C., Chicago or the New York metro area. Log on to <http://www.diversityaffluence.com/content/demo/> to sign up.

"These consumers are the Royals™ of the marketplace: professionals with enormous purchasing power (more than \$29.8 billion), who have the ability to transform a luxury brand's status within highly important communities. The intelligence we gather from these individuals - our survey represents a sincere opportunity to communicate with Royals™ - will enable luxury purveyors to more effectively reach some of the most influential constituents in today's marketplace," says Andrea Hoffman, President and CEO of Diversity Affluence, LLC. "Along with UPTOWN magazine, this survey marks an ongoing effort on our part to provide Royals™ with a forum that elicits helpful feedback and interactive discussion."

The Most Relevant Information: A Survey with Credibility

Luxury brands covet information about wealthy African-Americans who play an integral role in the popularization of specific products. "We launched this survey precisely because African-Americans deserve an opportunity to have a sustained conversation with the companies they support. Diversity Affluence recognizes this need and continues to be a leader in promoting Royals™ as a worthy - and wealthy - part of any marketing campaign," states Leonard E. Burnett, Co-founder of UPTOWN Magazine.

About UPTOWN Magazine

UPTOWN magazine affords luxury purveyors the broadest access to a radically distinctive male and female consumer—the Affluent African American (AAA). As the only publication of its kind, UPTOWN magazine and the UPTOWN 360 Experience provide marketers with traditional and innovative ways to reach our audience of influencers at home, work, play, online, and in print. UPTOWN celebrates the luxury lifestyle of professional and influential urban consumers by creating a national magazine with city specific editions in New York, Chicago, Atlanta, and Washington, DC.

About Diversity Affluence, LLC.

Diversity Affluence™ is a marketing communications and business development consultancy that specializes in delivering consumer insights on Royaltons™. The firm uses traditional and unconventional approaches to advise marketers, the media, agencies, and entrepreneurs on how to reach Royaltons™ 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.