



FOR IMMEDIATE RELEASE
January 11, 2005

Contact: Wallace Walrod Orange County Business Council
949/794-7237
David Takata, Engage Capital, Inc.
949/474-2110

**SURVEY FINDS GROWING CULTURAL AD AGENCIES TO BE A KEY ENGINE
FUELING SOUTHERN CALIFORNIA ECONOMIC GROWTH**

IRVINE, Calif., January 11, 2005--- The Orange County Business Council (OCBC), Engage Capital, and Tech Coast Consulting Group LLC (TCCG) announced today the preliminary findings of a survey that evaluates current and future trends of the growing cultural advertising industry. A landmark research project, the survey sought to provide an independent analysis of how cultural ad agencies view their business during a time when minority populations in the U.S. provide an increasing percentage of the fuel for economic growth. Additionally, the survey was designed to assess the role that Southern California and specifically Orange County plays in the cultural advertising industry.

“We have not seen such a far-reaching change in marketing behavior since the usage of data mining,” said David Takata, President & CEO of Engage Capital. “Literally, every major advertising agency and their clients are attempting to deal with America’s changing demographics. Cultural ad agencies are filling a critical need for knowledge, and in doing so are seeing significant growth opportunities.”

Key findings include a significant increase in start-up cultural boutique firms, while major advertising agencies acquire or take minority-stake investments in leading cultural agencies. While competition from major agencies was widely viewed as a threat, more than 90 percent of executives surveyed believe their firm’s results will improve in 2005, largely due to increasing marketing interest in targeting specific cultures.

Furthermore, the study finds that firms targeting specific cultures in regions with large ethnic populations are more likely to succeed if they work with agencies that have an established regional presence. Wallace Walrod, OCBC researcher and managing partner of TCCG said, “Our

analysis of the cultural ad agency trends notes the importance of regional hubs, such as Orange County for marketers interested in reaching minority populations. It's not enough to speak the language – one must understand the culture of the local population.”

Additional survey results will be published in a series of releases.

Orange County Business Council

The Orange County Business Council is the leading business organization in Orange County, California. OCBC is a private-sector alliance of companies and public-sector partners that represents hundreds of local enterprises from small shops to giant multi-national companies.

Engage Capital, Inc.

Engage Capital is a diversified investment firm that specializes in unique research as a method of identifying and maximizing value for its clients. The company focuses on the impact of the rapidly changing demographics in the United States. Engage Capital is one of top investment firms in the country demonstrating knowledge of minority consumer behavior and buying preferences.

Tech Coast Consulting Group LLC

TCCG is a management consulting, strategic planning, and economic research firm based in Orange County that serves corporate, government, and non-profit clients.

###