

MEDIA ALERT

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EthniFacts and Guy Garcia Join Forces to Lead the Paradigm Shift from Traditional Ethnic Consumer Research to “New Mainstream” Market Analytics

Dallas and New York (August 7, 2012) EthniFacts LLC, a next generation consumer research consultancy and syndicated insights provider, has named Guy Garcia to the newly created position of President, New Mainstream Initiatives. The creation of this unit and addition of Garcia as a Partner and Officer in the company accelerates EthniFacts’ ascendancy to thought leadership in the consumer marketplace with paradigms that more accurately reflect the complex and fast-shifting consumer and civic culture in the U.S.

Garcia, a prize-winning author, journalist and new media entrepreneur, is a leading voice in the social and demographic shifts that are redefining America. His book, *The New Mainstream: How the Multicultural Consumer is Transforming American Business* (HarperCollins, 2004), has been a wake-up call and road map to the new intercultural reality in the United States. After co-founding TotalNewYork.com, one of the first urban websites, Garcia worked on the development of AOL Latin America and AOL International, and launched the first iteration of AOL Latino. A contributing writer for CNN.com, *The Huffington Post*, and the *National Journal*, he has lectured and consulted with Fortune 500 companies on new mainstream consumer markets and the convergence of technology, ethnicity and American identity. Garcia appears in the PBS documentary, “*America by the Numbers*”, which will air on September 21, 2012.

“This is a perfect storm moment for a breakthrough in better understanding and anticipating consumer trends beyond the new mainstream and for introducing scientifically sound metrics and insights that empower marketers to reach today’s and tomorrow’s consumers,” said Garcia. “I am excited about joining the EthniFacts team because together we will deliver better, faster insights to our clients and audiences. As change becomes increasingly complex and rapid, the demand for scientifically grounded insights becomes more urgent, and our partnering will allow us to meet that demand.”

Carlos Arce, a co-founder and Chief Scientist of EthniFacts, said, “Upending obsolete culture change paradigms, realigning survey science methods to the realities of our complex consumer and media world, and producing practical insights for our clients comprise the business mission of EthniFacts. Guy will provide us a rich perspective on the intersection of media and technology with societal trends and consumer culture. His continued speaking and writing engagements also provides us a strong voice for extending our reach in the marketplace.”

About EthniFacts

EthniFacts is a Dallas-based syndicated insights company founded in 2010 by four senior principals with over 130 years of collective experience in consumer research, marketing and sales, advertising and planning, and corporate consulting. The company uses a nationally representative panel of Hispanic consumers and a proprietary suite of measurement scales for explaining and forecasting consumer behavior. EthniFacts solutions use a powerful array of analytical tools that combine high cultural acuity and rigorous statistical science.

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