



The Miller Group Expands to Serve America's Fastest-Growing, Most Diverse Market Segment

Los Angeles, CA, March 09, 2007 --(PR.com)-- The Miller Group, an integrated marketing firm, has announced the expansion of its business with the launching of a new Hispanic division and the opening of a new office in Dallas, Texas.

By the end of this decade, Hispanic buying power is projected to exceed \$1 trillion. "More and more clients are understanding the importance of addressing the multi-cultural market," said Renee Miller, President and Creative Director of the agency. "With the launch of our Hispanic division and the opening of our new office in Dallas, we're here to help clients find innovative ways to make noise in this ever-growing marketplace."

Luis Martinez of Punto Rojo, will act as account director for the agency's new multi-cultural division. Bill Williams, a 25-year advertising veteran, heads the agency's Dallas office.

"Nearly 25% of Dallas' population is foreign-born, and its largest minority group is Hispanics," Miller explained. "Because of its diversity, Dallas is becoming the ultimate destination for innovative marketing opportunities. We're proud to make a mark for our clients in this integral market center."

With over 20 years in multi-cultural marketing, Martinez has worked on Hispanic communications for a variety of blue-ribbon clients such as Alaska Airlines and Remy Martin. "Understanding the Hispanic market - really getting into the little nuances - that's what makes multi-cultural advertising successful," he noted. "The Miller Group truly represents and understands the Hispanic community, in California, Dallas and beyond."

Williams brings a unique combination of automotive, retail and financial services expertise to the Dallas office, working in the past with General Motors, Ford and Jeep, to name a few.

"Aside from his advertising expertise, Bill's in-depth understanding of online marketing will provide clients with the edge needed to compete in today's evolving marketplace," explained Miller.

The Miller Group offers a full array of services, including general market and multi-cultural advertising, branding and positioning, retail and co-op advertising, interactive, guerrilla and viral marketing, media planning, research and public relations. The agency also possesses a unique niche in direct mail, direct/database marketing, traffic building promotions and events.

Founded in 1990, The Miller Group is headquartered in Los Angeles. Throughout its history, The Miller Group has received numerous honors and most recently was named one of the fastest growing businesses in Southern California by the Los Angeles Business Journal. The agency is also recognized as one of the top woman-owned businesses in California.

For more information on The Miller Group, call 310.442.0101 or 972-562-7614, or visit



www.millergroup.net.

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