



## **Quadrant Two Selected as PR Account Finalist by Cash Zone-Metropolitan National Bank**

New York, NY, April 02, 2007 --(PR.com)-- Quadrant Two PR (Q2PR) CEO, J.M. De Jesús, announced today that the firm has been selected as a finalist in the Hispanic market account review for the Cash Zone® regional PR and marketing assignment.

If selected, the assignment would represent the fifth banking and financial services client for the nationally respected boutique PR and Multicultural Marketing Communications firm. In the past, Q2PR has represented four other banking and financial services companies including: Banco Popular (NY), Wells Fargo (LA), Fleet Boston (prior to its becoming part of Bank of America), and Chase Home Finance (National).

About Q2PR: Quadrant Two PR is a nationally recognized General, Hispanic & Multicultural PR and Marketing Communications firm based in Guttenberg, NJ and operating throughout the US. The firm was started in 1994 as Quadrant II Media Corporation, and restructured under its new name in 2006. The firm has served the Fortune 50 and 500, and other smaller and mid-sized entities seeking to get their messages out to the public and other constituencies. The firm operates in the business to business and business to consumer sectors and specializes in the US Hispanic market niche, in addition to its general market capabilities. To learn more visit <http://www.q2pr.com>

About J.M. De Jesús: José Manuel De Jesús is a bilingual media and marketing expert with over 20 years of experience as a journalist in TV, radio, print and the internet, US Latino marketing and public relations. In 1994 he began Quadrant II Media Corporation (renamed Quadrant Two PR in 2006), a national Hispanic market public relations and media sales brokerage and serves as its President & CEO. Q2PR's portfolio includes work for some of America's largest and most successful corporations including: Ford Motor Company, Chase Home Finance, Kraft Foods, Eastman Kodak, Miss Clairol, Welch's, P&G, PepsiCo and many others. In 2000 Quadrant II was awarded the Ford Motor Company's Minority Supplier, Minority Dealer Initiative account. De Jesús began his career an independent producer in the mid 80's and in 1988 joined WPIX Channel 11 News as weekend assignment editor and community affairs reporter. In the early 90's he worked at WNYW Fox 5 News as an early AM assignment editor and field producer. In the mid to late 90s he was a crime court and investigative reporter on Bronxnet News 67. De Jesús is published in El Nuevo Essex (El Nuevo Group Newspapers), WorldVoiceNews.org, LARitmo.com among other publications on Business, U.S. Hispanic Affairs, Latinos and the media, and general assignment news. In addition, J.M. is a member of the National Society of Hispanic MBA's and Chairman of the Corporate Advisory Board of its Denver, CO chapter.

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**Contact Information:**

Quadrant Two PR  
J.M. De Jesus  
(646) 234-7196  
info@q2pr.com  
<http://www.q2pr.com>

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