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For Immediate Release

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**The National Association of Hispanic Publications, Inc.,
(NAHP, Inc.) Signs With
Association Management Group (AMG)**

*NAHP, Inc., Cites AMG's Strength in Serving Hispanic-Related Associations as
Valuable Asset in Partnership*

McLEAN, Va., March 2, 2007 – The National Association of Hispanic Publications, Inc. (NAHP, Inc.) will begin work immediately with Association Management Group to host its 22nd national convention in April. NAHP, Inc. President Lupita Colmenero expressed her leadership's confidence in AMG's meetings management expertise and depth of experience in serving a diverse client base. AMG is one of the leading association management companies in the country, and has the most diverse clientele and workforce of any association management firm.

The addition of NAHP, Inc. brings the total number of Hispanic-related associations AMG serves to four – nearly one quarter of the total number of clients served by AMG. The NAHP, Inc., joins the Association of Hispanic Advertising Agencies (AHAA), an AMG client for nearly a decade, as well as the Tortilla Industry Association (TIA) and the Americas Association of Cooperative/Mutual Insurance Societies (AAC/MIS).

“We understand the Hispanic community and the companies that serve this rapidly growing population,” says AMG's President and Chief Executive Officer Bruce Wardle, CAE. “Nearly one-fourth of our employees are Spanish bi-lingual, and we also have a deep appreciation for the cultural connection necessary to serve our clients' members and their communities. We are fully prepared to help NAHP, Inc. further its mission to enhance excellence, recognition and usage of Hispanic publications. Working together, this solid partnership will become even stronger.”

The NAHP, Inc. Conference kicks off on April 11th in Phoenix, Ariz. The four-day convention will provide both the tools and opportunities for Hispanic publications, media, and corporate executives to increase their visibility, reach, and quality of work. Among the convention's features are seminars, workshops, awards, an exhibition, speakers and a roundtable discussion. AMG will manage the conference from start to

finish, handling sponsorships, registration, pre-convention logistics, convention marketing, on-site management and post-convention logistics.

Meetings and event management is one of AMG's core competencies providing clients the assurance of a successful experience with profitable results. Last fall, under AMG's leadership, TIA's 17th annual conference, the first managed by AMG, posted record revenue, sponsorship, and booth sales. Another AMG first-year client partner, the Society for Maintenance and Reliability Professionals, experienced record attendance, revenue and exhibit sales for its annual conference produced by AMG's meetings management division.

"Joining forces with AMG provides us with the infrastructure and resources needed to take our annual conference to the next level," said Lupita Colmenero, President of NAHP, Inc. "The experience and breadth of knowledge AMG provides is impressive, and the company has a reputation for success with Hispanic-related clients. We look forward to this first step in what we anticipate will be a long-lasting and rewarding partnership."

About NAHP, Inc.:

NAHP, Inc. is a nonprofit trade advocacy organization representing the leading Hispanic publications serving 41 markets in 39 states, the District of Columbia and Puerto Rico, with a combined circulation of over 14 million. Founded in 1982, NAHP, Inc. furthers the excellence, recognition and usage of Hispanic publications by providing them access to professional development opportunities to better serve and empower our Hispanic communities. To learn more, visit www.nahp.com.

About AMG:

Association Management Group, which is dedicated exclusively to staffing and managing associations and nonprofit organizations of all types and sizes, provides unsurpassed management expertise to empower organizations to meet their objectives and achieve success. Owned and managed by industry veteran Bruce Wardle, CAE, AMG has been designated a Charter-Accredited Association Management Company by the American Society of Association Executives. This prestigious accreditation indicates quality management practices and procedures and the optimum delivery of services to AMG clients. To learn more, visit www.amg-inc.com.

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