

**NEWLINK RELEASES VLOG ON WHY COMPANIES FAIL  
IN THE HISPANIC MARKET**

*Video Features Charles P. Garcia on 10 Reasons Companies Miss the Mark*

Miami, FL (November 1, 2011)—Newlink America, producers of Newlink Conversations: *Dialogue, Debate and Discovery* on the Hispanic Market today released the latest video blog <http://www.youtube.com/watch?v=zxJg2W5Xjqk> featuring Charles P. Garcia, CEO of Garcia-Trujillo on the ten mistakes companies make in building a sustainable business in the Hispanic market. “Charlie’s experience and insights are right on target,” said Newlink America managing partner Jorge Ortega. “As an advisor to the c-suite and corporate board member, Charlie hits the precise reasons companies are missing opportunities in this trillion dollar market.”

In the six-minute piece, Charlie explains the ten reasons companies fail in the Hispanic market including lack of board management sponsorship, wrong consumer insights, absence of strategy in the value chain and even the wrong marketing mix.

In addition to Mr. Garcia, Newlink Conversations has featured experts such as Dr. Felipe Korzenny from Florida State University, Cesar Melgoza from Geoscape and Mark Lopez from Google, among others to discuss and present diverse views on the Hispanic market. For dozens of video blogs on the Hispanic market go to [www.youtube.com/newlinkamerica](http://www.youtube.com/newlinkamerica).

Newlink Conversations: *Dialogue, Debate and Discovery* on the Hispanic market is produced by Newlink America, the Hispanic advertising and public relations consultancy led by Jorge Ortega and Eduardo del Rivero. Newlink America is part of Newlink Group, the international communications and business consulting firm.