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Google Analytics Elects iHispanic Marketing Group as Client Service and Support Consultant for the Global Hispanic Market

The strategic alliance between Google Analytics and iHispanic Marketing Group will help executives, marketing managers and webmasters focused in the Global Hispanic Market to receive professional services for training, advanced support, and expert web analytics consulting in Spanish and English.

La Jolla, California - November 14, 2005 iHispanic Marketing Group LLC is proud to announce that [Google Analytics](#) (formerly known as Urchin) has chosen our firm as one among other Client Service and Support Consultants to service the global Hispanic market. This strategic alliance will help executives, marketing managers and webmasters receive professional services for training, advanced support, and expert web analytics consulting in Spanish and English.

Nacho Hernandez, Founder and Chief Executive Officer of iHispanic Marketing Group said, "Our loyalty to Urchin, Google and our clients have demonstrated great rewards. Google Analytics will help advertisers, publishers and website owners in the global Hispanic market receive what we believe is the best website analytics service for free. We are committed to provide expert professional services to them. This partnership allows iHispanic to continue building leadership with the worldwide Hispanic market for search engine marketing and internet strategy."

Jason Senn, Google Analytics Partner Manager added, "Google Analytics will help all businesses make informed decisions for their websites. To gain the highest quality end-user experience in the global Hispanic market we are leveraging talented companies such as iHispanic to help deliver professional services, training, and analytics consultation. We are lucky to have iHispanic and Nacho on our team!"

By Google Analytics offering a free hosted web analytics solution, we can now recommend that our clients spend more money on their search marketing campaigns rather than on measurement. It has all the features they would expect from an enterprise level web analytics service and more. The new integration with AdWords allows us to better monitor ROI metrics automatically without having to import cost data or tag keywords, as well as tracking all of their other paid search marketing initiatives as well. We are also pleased that Google Analytics is available in Spanish, among the total 16 languages available. Helping iHispanic be more efficient when providing training, support and consulting recommendations to improve their internet strategy efforts.

iHispanic Marketing Group

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iHispanic Marketing Group generates competitive business and marketing solutions for website owners that target the U.S. Hispanic market and Latin America. Supported by a group of leading professionals for search marketing and internet strategy; consistency, enthusiasm and professionalism is what makes us one of the most respected firms in the industry today. iHispanic maintains strong associations with the Search Engine Marketing Professionals Organization (SEMPO), Search Marketing Association of North America (SMA-NA), IAB Mexico and other professional organizations.

Google Analytics, a service by Google, Inc. (Nasdaq: GOOG), is an enterprise-class hosted solution that helps advertisers, publishers and web site owners gain insight into online behavior and to use what they've learned to optimize their marketing campaigns, track referral sources, improve web design and content, and make its operation more profitable.

Statements in this press release other than the statements of historical fact are "forward-looking statements." Such statements are subject to certain risks and uncertainties, including changes in retail demand, vendor performance and other risk factors identified from time to time in the Company's filings with the Securities and Exchange Commission that could cause actual results to differ materially from any forward-looking statements. These forward-looking statements represent the Company's judgment as of the date of the release. The Company disclaims, however, any interest or obligations to update these forward-looking statements.