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**UNIVERSAL MUSIC LATIN ENTERTAINMENT (UMLE) PARTNERS WITH
THE AXIS AGENCY**

**New Agreement to Harness Branding Strength of the World's
Leading Latin Music Company**

LOS ANGELES – March 25, 2009 – Universal Music Latin Entertainment (UMLE), the world's leading Latin music company, has partnered with The Axis Agency, one of the nation's leading multicultural marketing and communications agencies, to develop and implement targeted Hispanic marketing strategies for some of the most recognized brands, as well as license UMG entertainment properties to companies looking to reach the growing and very lucrative U.S. Hispanic market.

"Major brands are beginning to notice the unlimited potential of sales to be gained from the untapped Hispanic market," stated Gustavo Lopez, president of UMLE's Fonovisa and Disa record labels.

"Bringing together our chart-topping roster of superstar artists and marketing muscle with Axis' expertise in branding, we will win clients and keep them coming back," stated Walter Kolm, president of Universal Music Latino and Machete Music.

As experts in reaching the Hispanic market, The Axis Agency understands the value and increased awareness celebrity endorsements bring to this consumer.

"We have had tremendous success collaborating with UMLE for many years creating and executing integrated entertainment platforms for several high profile client initiatives, including our work with ABSOLUT® VODKA and Latin GRAMMY Award winning artists Wisin y Yandel and hit producers Luny Tunes. Hispanic artists symbolize our music, language, and traditions and are key influencers that represent our culture. As the popularity of Latin music continues to grow, so will brands' appetites to leverage these properties and create integrated partnerships," said Armando Azarloza, president of The Axis Agency.

The UMLE and Axis Agency partnership offers clients unmatched opportunities to create cross-promotional and branded entertainment programs with two of the leaders in the Hispanic marketplace. For further information on partnering with UMLE artists and creating your own compelling, branded music integration or to view the unique capabilities this partnership affords any brands interested in the U.S. Hispanic market visit www.theaxisagency.com/umle.

According to the most recent US Census figures, Hispanics accounted for the largest and fastest growing minority group, with 44.3 million and 14.8 percent of the total population. In the U.S., Hispanics accounted for almost half (1.4 million) of the national population growth of 2.9 million between July 1, 2005 and July 1, 2006. Moreover, the Hispanic population in 2006 was much younger, with a median age of 27.4 compared with the population as a whole at 36.4. About a third of the Hispanic population was younger than 18, compared with one-fourth of the total population.

About Universal Music Latin Entertainment

Universal Music Latin Entertainment (UMLE) is comprised of Universal Music Latino, Machete, Fonovisa, Disa, Universal Music Mexico & Central America, the Edimonsa, Disa, Fonovisa and Universal Latin publishing catalogs, and GTS Global Talent Services, a management service division. UMLE is a division of Universal Music Group, the world's leading music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation.

Universal Music Group's record labels include Decca, Deutsche Grammophon, Disa, Emarcy, Fonovisa, Interscope Geffen A&M Records, Island Def Jam Music Group, Lost Highway Records, Machete Music, MCA Nashville, Mercury Nashville, Mercury Records, Philips, Polydor Records, Universal Motown Republic Group, Universal Music Latino, Universal Records South, and Verve Music Group as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world. The Universal Music Group owns the most extensive catalog of music in the industry, which includes the last 100 years of the world's most popular artists and their recordings. UMG's catalog is marketed through two distinct divisions, Universal Music Enterprises (in the U.S.) and Universal Strategic Marketing (outside the U.S.). Universal Music Group also includes eLabs, its new media and technologies division; Bravado, its merchandising company; Twenty-First Artists, its full service management division; and Helter Skelter, its live music agency.

Universal Music Group is a unit of Vivendi, a global media and communications company.

About The Axis Agency

The Axis Agency is a leading multicultural marketing and communications agency with bilingual and bicultural professionals in Los Angeles, New York, Miami, Chicago and Dallas. Axis bridges the gap between the general market and multi-cultural markets with a unique approach to combining strategy, creativity and diversity in the areas of strategic planning, marketing communications, promotions and advertising. The Axis Agency is owned by Weber Shandwick, a unit of Interpublic group (NYSE: IPG), which is among the world's largest advertising and marketing services organizations.

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