



MEDIA AVAILABLE: Eworldwire Hires Margareth Montenegro As New Hispanic Liaison

Key Outreach To A Growing Hispanic And Latino Market Launched

For Immediate Release

NEW YORK/EWORLDWIRE/March 30, 2006 --- Eworldwire today announced the appointment of Margareth Montenegro to its marketing team. Montenegro will be focusing on connecting clients with the growing Hispanic media and consumer market.

Montenegro is part of the Hispanic / Latino community, and her efforts will be focused on developing and implementing a comprehensive program to expand Eworldwire's reach to:

- Hispanic and Latino media, by offering among other services, video and mobile news release feeds and podcasts, custom and co-branded Spanish news pages
- Businesses and consumers, by developing programs that appropriately identify with the many different segments within the Hispanic market

Extensive planning and forethought went into the program, according to Project Manager, Melanie Aaron. "Some companies claim to employ a diverse workforce - we do more than talk the talk. We actively pursue people from all cultural backgrounds. Today's global marketplace requires it - to achieve the top position in any industry, companies must position themselves to meet a wider variety of clientele, speaking more languages than English and understanding different cultures are critical elements. Eworldwire continues to expand its reach worldwide with a strong, diverse team - we know that to take the top position in the industry, our newswire service must speak to people around the globe."

"I bring my drive and ambition to the Eworldwire team - I am excited by the potential of this position and aim to drive the Eworldwire service into the number one newswire service available to the Latino community," said Montenegro. "Successful businesses recognize the benefit of targeting growing markets - all the indicators reflect significant potential in the Hispanic market."

About Margareth Montenegro

Margareth Montenegro is first generation Guatemalan-American. Raised in New Jersey where Latinos account for over a million people or 13.3% of the population, she has seen the impact and the changes the Hispanic community has had in state. She received her M.A in Media Management/Communication Arts from The New York Institute of Technology, B.A in Latin American Studies/Journalism and Mass Media from Rutgers University.

About EWORLDWIRE

Since its 1996 incorporation, Eworldwire's complete and comprehensive line of I.R. and P.R. services has evolved to include high-tech multimedia assets like video news releases and pod casts as soon as these enhancements became available. Reaching local media in specific geographic areas - in the U.S. and abroad, organizing news conferences and a host of other public relations and marketing activities are what set Eworldwire's professional team apart. With over 700 targeted trade and industry vertical distribution categories, Eworldwire is recognized for its quality control, due diligence and unsurpassed network security and redundancy.

HTML: <http://www.eworldwire.com/pressreleases/14123>
MOBILE: <http://e4mobile.com/pressreleases/14123>

PDF: <http://www.eworldwire.com/pdf/14123.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/308761.htm>

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CONTACT:

William Ezzeddine
EWORLDWIRE.COM
151 Route 10 East
Succasunna, NJ 07876
PHONE. 973-252-6800
FAX. 973-252-0888
EMAIL: press@eworldwire.com
<http://www.eworldwire.com>

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SOURCE: Eworldwire.com

AVAILABLE MEDIA: Audio Clip: Eworldwire Hires Margareth Montenegro As New Hispanic Liason (size: 1.3 k)

Audio- Press Release Highlights
<http://eworldwire.com//mediauploads/eworldwire033006.mp3>

Photo: Margareth Montenegro (size: 0.0 k)
Hispanic Liason
<http://eworldwire.com//mediauploads/mm.jpg>

Video Clip: Eworldwire Hires Margareth Montenegro As New Hispanic Liason (size: 2.1 k)
Video- Press Release Highlights
<http://eworldwire.com//mediauploads/eworldwire033006.wmv>

Video Clip: Eworldwire Hires Margareth Montenegro As New Hispanic Liason (size: 0.4 k)
Mobile Video- Press Release Highlights
<http://eworldwire.com//mediauploads/eworldwire033006.3gp>

Video iPod: Eworldwire Hires Margareth Montenegro As New Hispanic Liason (size: 2.7 k)
Video iPod- Press Release Highlights
<http://eworldwire.com//mediauploads/eworldwire033006.mp4>