



**PHOTO AVAILABLE: Sept. 27: Mexico Launch Party Celebrates NYX Cosmetics' Merge with Maite Perroni**

*Power Media Group Inc. to Launch its Advertising Campaign in the Hispanic Market*

For Immediate Release

NORTH HOLLYWOOD, Calif./EWorldWire/Sep. 24, 2007 --- Maite Perroni, the talented actress and singer best known for her role as "Lupita" in the popular Novela, is the new spokesperson and image of NYX in a campaign that is in full force in the U.S. and Mexico.

Ad agency Power Media Group Inc. signed a contract with the prestigious American corporation NYX Cosmetics, dedicated to quality and professional beauty products. The agreement grants PMG to advertise for the company during the next twelve months and mainly focus on targeting the Hispanic market. PMG and NYX will be launching a national outdoor and print campaign, concentrating its advertising efforts in strong regional Hispanic markets such as Los Angeles, New York, Chicago, Miami and Texas.

NYX developed and gains success in the American market like other financially established businesses in the economy - NYX sees the potential of the Spanish-speaking market, and public data continues to show the strength of the economic power of Hispanics. According to the Office of the Census, 15 percent of the population in the U.S. is of Hispanic origin; half of the Hispanic population is under 35 years old. According to a University of Georgia study, in 2007, Hispanics will hold a purchasing power of \$863.1 billion dollars - transforming Hispanics into the majority among any other ethnic minority consumer group. This economically attractive data supported NYX's decision to expand to the Hispanic market.

On July 14, 15 and 16 of 2007, Maite finished the first sessions of publicity photos for NYX Cosmetics in Los Angeles. The photographs are available to the media and the general public at '<http://www.nyxcosmetics.com>', and additional photos are available through NYX. The image of NYX could not be in better hands. The exceptional talent of Maite has developed through her teenage years when her desires to be in television lead her to the prestigious Centro de Educación Artística (Center of Artistic Education) where she was accepted. She went on to participate in several plays which revealed her true passion: acting. Maite is best known for her talent and exceptional work in the Spanish-speaking soap opera, "Rebelde." As part of the role, Maite developed other talents: singing and dancing. Without a doubt, NYX new talent is the perfect image to enter the Hispanic market, ensuring its success in the world of cosmetics.

To reinforce its success in this market and to facilitate the access of its potential Spanish-speaking clients to NYX products, NYX is launching its Web site in Spanish. Another element that attracted NYX to enter the Hispanic market is the high participation of the Hispanics in the mail-order catalogue market into which the firm is also projecting to expand. Today NYX, under advisement from PMG, adopting an advertising campaign that features the talent of actress Maite Perroni. Perroni will help NYX bring to the Hispanic market the characteristics of quality, innovation and friendly prices that have been key with the company since its birth in 1999 and continue to be the pillars that gain them prestige all over the world. PMG is in charge of carrying out the strategic plans to bring NYX products to Hispanic initially nationwide via magazines and outdoor advertisement, with further expansion into television and radio. Power Media Group is also developing the details of the promotion of NYX in Mexico.

NYX will celebrate the launch of the union with Maite and officially present Maite Perroni as the image of NYX at a launch party on September 27 at The W Hotel in Mexico City. The launch party will start at 8:00 p.m. and also features the contributions of television production company Editorial Televisa and the Cancun International Film Festival. Power Media Group will be present to give support to NYX. This event is one of the most important in the 2007 season.

With headquarters in Los Angeles, California, NYX was founded in 1999 by Toni Ko, a young entrepreneur,

with great knowledge and ties to the cosmetics industry. Ko's main objective and challenge was to provide professional quality cosmetics at attainable prices, which he has met, rising in the ranks as one of the top cosmetics' companies undergoing outstanding growth in the United States. NYX products are characterized as ultramodern and are directed general public use, with emphasis on adventurous makeup aficionados with the line's wide range of bold colors. The name, NYX, represents the Greek goddess of night, comparing her by way of metaphor, with the youthful goddesses that demonstrate sophistication and boldness in night scene's around the world in more than thirty countries, covering five continents.

Power Media Group, headquartered in Los Angeles, California, offers an extensive portfolio of advertising services in the Hispanic media, and the rapid growth of the company is a reflection of the dedication that PMG gives to its clients. With only five years since the firm was established, the company already represents several prestigious clients such as Universal Music Latin, Xenon Pictures, Creativa Interiors-Primor, Clinical Medica San Miguel, Success Masters by Design, Laboratorios Mallo, Professional Financial Services, Selman Chevrolet, Avosant of Beverly Hills, The Perfume Club, among others, which they serve with respect and care since the beginning, true to its motto: "We love your business, as to we love our baby."

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