

FOR IMMEDIATE RELEASE

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CEO OF LEXICON MARKETING CORPORATION APPOINTED TO TOMÁS RIVERA POLICY INSTITUTE BOARD OF TRUSTEES

Valeria Rico's focused leadership in business and public service encourages the achievement and advancement of Hispanics

Los Angeles – The Tomás Rivera Policy Institute (TRPI) has appointed Valeria Rico, CEO and president of a leading direct marketing company for U.S. Hispanics, to its Board of Trustees.

Under the leadership of Rico, Lexicon Marketing Corporation has taken a dominant position in the industry. The corporation sells a wide variety of products to U.S. Hispanics and also offers financial services. In addition, Rico founded The Sin Barreras Foundation, a non-profit organization that promotes and supports Hispanic higher education.

"TRPI is eager to share in Valeria Rico's extensive leadership experience as well as her expertise in advancing issues important to Hispanics," said TRPI President and CEO Dr. Harry P. Pachon. "She is a valuable addition to our talented and highly qualified board. She knows how to engage leaders in both the business and nonprofit communities, and she understands the importance of higher education in helping turn problems facing the Latino community into surmountable challenges."

TRPI has developed a reputation as the premier U.S. think tank and voice on Latino issues in the United States. TRPI helps shape public policy by providing elected officials and community leaders with non-partisan research. More about the institute is online at www.trpi.org.

Rico joined Lexicon in 1995 and was promoted to Chief Operating Officer in 2000. Lexicon manufactures popular products including "*Inglés Sin Barreras*," the best-selling video-based program for English learning. Lexicon also manufactures "Disney's World of English" and Olympia cookware. The corporation's financial services division provides auto insurance and mortgage services to California residents.

Last year, Rico established The Sin Barreras Foundation to focus on championing education and help reduce the rates of Hispanic high school dropouts. She is the foundation's president.

"Creating the Sin Barreras Foundation has been a true labor of love," Rico said. "We are constantly inspired by the aspirations and dreams of our Hispanic customers. Their optimism, resiliency and determination to believe in a better future are what Lexicon and the Sin Barreras Foundation are all about."

Rico also serves on the Board of Directors of Herbalife – a public company dedicated to promoting wellness and health around the globe – and on the board of Telscape, the leading U.S. pure-play Hispanic telecommunications company. She is an active member of New America Alliance and Young Presidents Organization and was a finalist for Ernst & Young Entrepreneur of the Year in Greater Los Angeles in 2006.

Before joining Lexicon, Rico held the post of marketing director at the jewelry designer and distributor ELICO. In 1987, she moved to the United States from her native Spain, where she worked at Barclays Bank. She earned a law degree at the Complutense University of Madrid. She lives in Beverly Hills with her husband and three children.

With the addition of Valeria Rico, the TRPI board has 30 trustees who serve three-year terms. Trustees also include Dr. Harry P. Pachon, TRPI President and CEO; Manuel Abud, Vice President & General Manager, Telemundo Los Angeles/KVEA-TV Channel 52; Leticia Aguilar, National Foundation Director and Market President Bank of America; Tomás A. Arciniega, Assistant to the Chancellor, Cal State San Marcos; Dennis V. Arriola, Senior Vice President and Chief Financial Officer, San Diego Gas & Electric Company/Southern California Gas Company; Daniel Ayala, Senior Vice President - Group Head of Global Remittance Services Card Services, Wells Fargo Bank N.A.; Rudy Beserra, Vice President, Latin Affairs, The Coca-Cola Company; Louis Caldera; Richard Cordova, President and Chief Executive Officer, Children's Hospital Los Angeles; Peter L. Diaz, Senior Vice President, Belo Corp.; Ennio A. Garcia-Miera; J.C. Gonzalez-Mendez senior vice president, chief supply chain officer for North America Supply Chain Management; Gregory J. Mech, Managing Director, Western Division, Merrill Lynch; Stephen C. Meier, Chairman and Chief Executive Officer, Pfaffinger Foundation; GONZALEZ-MENDEZ Mendez-Gonzalez, Vice President, North America Supply Chains, McDonald's Corp.; Steve Moya, Senior Vice President and Chief Marketing Officer, Humana Health Care; Fred Niehaus, Senior Vice President, Public Affairs, Western Union; C.L. Max Nikias, Provost and Senior Vice President for Academic Affairs, University of Southern California; Patricia Perez, Principal, Valencia Perez & Echeveste; George Ramirez, Senior Vice President and Market President, Community Banking and Investment Services, Union Bank of California; Jesus Rangel, Vice President, Anheuser-Busch Companies, Inc.; Ruth Sandoval, Managing Partner, Sandoval/Wilkinson; Edward Schumacher Matos, Media Consultant; Don Spetner, Chief Marketing Officer, Korn/Ferry International; Raul R. Tapia, Managing Director, C2 Group, LLC; James S. Taylor, Principal, ViaNovo, L.P.; Solomon D. Trujillo, Chief Executive Officer, Telstra Corporation Limited; Walter F. Ulloa, Chairman and Chief Executive Officer, Entravision Communications Corporation; Gilbert R. Vasquez, Managing Partner, Vasquez & Company LLP; Richard B. Vaughan, President and Managing Director, Pinto America Growth Fund, L.P., Pinto Partners.

About TRPI

Founded in 1985, the Tomás Rivera Policy Institute (TRPI) advances informed policy on key issues affecting Latino communities through objective and timely research contributing to the betterment of the nation. TRPI is an affiliated research unit of the University of Southern California School of Policy, Planning, and Development and is associated with the Institute for Social and Economic Research and Policy at Columbia University.

Through these relationships, TRPI has access to a network of nationally-recognized scholars who carry out an array of broad-based research projects under the direction of TRPI's leadership. From questionnaire and sample frame development to survey interviewing and special events, the Institute provides reliable, objective information on attitudes held by the Latino community in the United States.

TRPI helps shape public policy by providing elected officials and community leaders with non-partisan research, and has developed a reputation as the country's premier policy institute on Latino issues. Over a period of 20 years, the Institute has published 200 research reports and policy briefs addressing a wide range of topics from immigration and education to technology and employment.

TRPI also hosts an annual conference series for policy makers, community leaders, academics and the media. The events, which have focused on Latino voting proclivities, improving Latino college enrollment, and immigration and U.S. citizenship in an era of homeland security, have attracted national media attention and delivered policy recommendations to TRPI's national network. The hallmark of the series is the annual TRPI education conference, which focuses on improving college achievement in the Latino community.

The Institute's research has been cited by the Clinton and Bush administrations, the Congressional Hispanic Caucus of State Legislators, and the California Latino Legislative Caucus. Its website receives thousands of hits every month, and the Institute has been cited in the *Wall Street Journal*, *The New York Times*, the *Los Angeles Times*, *The Washington Post*, NPR, CNN, NBC, CBS, CNN en Español, Univision and *La Opinión*.

TRPI receives funding from state and federal governments and corporate and foundation donors. It is a nonprofit corporation governed by an elected board of trustees.

Website: <http://www.trpi.org>