

Contact:

Pamela Dungee
Seton Hall Public Relations and Marketing
(973) 378-9844
dungeepa@shu.edu

Rich Teplitsky
Diversity Affluence
(908) 310-3323
rich@diversityaffluence.com

FOR IMMEDIATE RELEASE: January 23, 2008

**Seton Hall University & Diversity Affluence to Co-Host Event
Focusing on the African-American Market**

*University joins with Market Research and Consulting Firm to Present a
Panel Discussion in Support of Black History Month*

SOUTH ORANGE, N.J. January 23, 2008 – Diversity Affluence, a New Jersey-based diversity marketing research and consulting firm, and Seton Hall University will co-host an upcoming panel discussion on the power and influence of the African-American consumer market. The discussion will be held at Seton Hall University on **Tuesday, February 5, 2008, at 8:30 p.m.**, Jubilee Hall Auditorium, 400 South Orange Avenue, South Orange, NJ, and is free and open to the public.

According to Diversity Affluence (www.diversityaffluence.com), it is now estimated that African-American consumers represent \$847 billion in purchasing power, according to a 2007 study conducted by the firm. Diversity Affluence also estimates that the total purchasing power of affluent African-Americans — those households earning \$100,000 or more — is estimated to be a \$29.8 billion market.

During the event, a panel of industry experts will provide first-hand experience and encourage interactive discussion on targeting the African-American consumer market. The panelists will also share niche marketing techniques learned from their careers in the luxury goods, music, publishing, hotel and fashion industries.

The expert panel (and their discussion areas) include:

Andrea Hoffman – CEO & Founder, Diversity Affluence

“The affluent African-American consumer & other affluent ethnic groups”

As an expert marketing strategist and trend forecaster, Hoffman coined and trademarked the term Royaltions™, which her firms uses to describe affluent ethnic consumers. Her unique organization helps brands and businesses market to multicultural consumers across ethnicity. Hoffman and her firm has worked on diversity marketing with clients including BMW USA,

Mercedes-Benz North America, NASCAR, Alliance Capital Management, 20th Century Television, and the National Basketball Player's Association.

Kojo Bentil, Esq. - Executive Vice President, The Kedar Entertainment Group
“Diversity marketing in music industry”

Bentil is one of today's most dynamic music industry executives. At Kedar Entertainment, he serves as the “right hand man” to founder Kedar Massenburg. While at Universal/Motown, he worked with notable artists such as Erykah Badu, India Arie, and Brian Mcknight to develop media and marketing partnerships valued at more than \$100 million. Bentil, who is also an attorney, practiced law with a leading NY law firm prior to beginning his career in the music industry.

Sonia Mercado - Senior Manager, Supplier Diversity, Wyndham Worldwide Corporation
“How to attract diverse suppliers”

Mercado brings 13 years experience in managing corporate supplier diversity programs. She also has seven years human resource and four years of banking experience. In 2004, the Minority Business & Professional's Network honored her as one of its “Fifty Influential Minorities in Business.” She has been featured in numerous publications including *Black Enterprise*, *Minority Business News USA*, *Women's Enterprise USA*, *Hispanic Business* and *Black Family Today*.

Leonard E. Burnett, Jr. - Chairman, UPTOWN Media Ventures
“The publishing industry and its focus on attracting diverse audiences”

Burnett is recognized as a pioneer in the urban media industry. With more than 20 years of publishing experience, he has successfully launched seven major magazines and is a driving force in reaching a multicultural audience. A former president/group publisher of the VIBE Media Group, Burnett also co-founded the urban publishing company Vanguard Media and served as group publisher for titles such as *Honey*, *Heart & Soul*, *Impact* and *Savoy*.

Leslie Short - Founder, CEO and President, K.I.M. Media LLC
“Diversity marketing techniques as embraced by the clothing market”

Short has developed and implemented effective public relation plans, event design, and marketing campaigns for more than 15 years. Prior to founding K.I.M. Media, she served as president of marketing, advertising and PR for FUBU The Collection and FB Entertainment. Short also spent time in Europe, where she launched her own company: J. Men's Tokyo. She has been recognized for her achievements by *Ebony* and *Today's Black Woman Magazine* and has shared her knowledge for both a mass market book and a textbook.

Media are welcome to attend the panel discussion. Please contact Pamela Dungee at (973) 378- 9844 or dungeepa@shu.edu, to arrange for press registration and priority parking.

About Seton Hall University

For over 150 years, Seton Hall University has been a catalyst for leadership, developing the whole student, mind, heart and spirit. Seton Hall combines the resources of a large university with the personal attention of a small liberal arts college. Its attractive suburban campus is only 14 miles by train, bus or car to New York City, with the wealth of employment, internship, cultural and entertainment opportunities the city offers. Seton Hall is a Catholic university that embraces students of all races and religions, challenging each to better the world through integrity, compassion and a commitment to serving others. For more information, see www.shu.edu

About Diversity Affluence

Diversity Affluence™ is a marketing communications and business development consultancy that specializes in delivering consumer insights on affluent ethnic consumers (Royaltions™). The firm uses traditional and unconventional approaches to advise marketers, the media, agencies, and entrepreneurs on how to reach Royaltions™ online and offline. Consultants help clients identify new revenue streams, implement profitable business initiatives, and create or improve customer loyalty programs, marketing strategies and tactics. Diversity Affluence™ is a certified, woman-owned business. Founder and CEO Andrea Hoffman is also available for media interviews and speaking engagements. For more information, visit www.diversityaffluence.com

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