

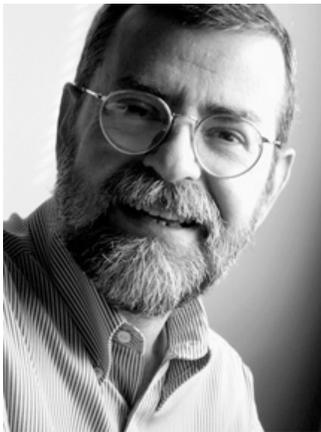


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IMAGES USA RESEARCH FINDS LINK BETWEEN HAIRSTYLES, EXERCISE AND HYPERTENSION



Is there a connection between stroke, hairstyles, hypertension, and the overall mental and physical well being of African American women? That question and many more will be explored when IMAGES USA Market Research Director Juan Quevedo presents at EXL Pharma's Multicultural Marketing Strategies for Life Sciences conference in Princeton, NJ, on Wednesday, May 20.

"We learned during focus group research conducted for IMAGES client AARP with African American women that the need to avoid 'sweating your perm' too often gets in the way of exercise," says Quevedo. "Yet walking and exercise programs, like those encouraged by AARP, can be the antidote for stroke and heart disease."

Physical activity has many positive health benefits, particularly for health disparities that African Americans experience: diabetes, hypertension, stroke, and obesity, Quevedo noted. However, a disproportionate number of African American women do not participate in structured exercise programs. He suggests that strong promotional partnerships between pharmaceutical companies and AARP's walking program could help overcome the 'hampering hairdo syndrome.'"

Quevedo has more than 20 years of experience studying purchasing behavior and advertising effects. A native of Cali, Colombia, Juan advised Fortune 200 companies operating in Latin America. His experience covers projects in diverse product categories for clients such as Bayer, Citibank, Colgate-Palmolive, Frito-Lay, Kimberly Clark, Microsoft, Pfizer, PepsiCo, Texaco, and Wyeth, among others.

Quevedo has evaluated more than 300 advertising campaigns for TV, radio, print, web and direct mail. Additionally, he has also tested product adaptability for distribution into markets such as the United States, Mexico, Brazil, Colombia, Costa Rica, Venezuela and the Andean group of nations. With this marketing perspective, Juan plays an instrumental role in strategy development and ideation.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES USA offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes Amtrak, Sara Lee, AARP, National Black Arts Festival, International Speedway Corporation, Brown-Forman, LifeLock, Teach for America, and Scientific Games. The agency currently ranks No. 6 on Black Enterprise Magazine's list of Black owned advertising agencies. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.