



## **DAMARIS VALERO LAUNCHES ANIMUS MEDIA CONSULTING AND ENTERTAINMENT GROUP**

MIAMI, June 26, 2003 - Damaris Valero has recently launched Animus Media Consulting and Entertainment Group, a new strategic advisory firm that focuses on optimizing media/entertainment brands through multiple disciplines. Based in Miami with international expansion shortly, Animus Group will provide clients with objective strategic advice in two principal areas: revenue optimization for media networks and building U.S. Hispanic platforms.

"Revenue optimization provides clients with non-traditional cost-based approaches as well as revenue enhancing capabilities that generate incremental value to enterprises targeting U.S. or Latin America, from start-ups to mature brands," said Damaris Valero, founder of Animus Group.

"On the U.S. Hispanic front, Animus Group provides corporate business management with informed objective guidance and recommendations on the 'know how' of developing platforms for this marketplace," Ms. Valero added. "From strategic positioning to tactical solutions or company alliances, Animus Group provides immediate short-term results that will ensure long-term growth,"

### **Damaris Valero**

Ms. Valero was chief marketing officer for Claxson Interactive Group, a multimedia company owned by Hicks, Muse, Tate & Furst and the Cisneros Group of Companies. Previously, she was senior vice president of global sales for MSN/YUPI.com; vice president of business development for Universal Studios 1V Group; and vice president of sales for MTV Networks: MTV Latin America and Nickelodeon Latin America. Ms. Valero's career in television began with the Telemundo Group, where she served as director of the international division and U.S. Hispanic sales.

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