



Press Release

For: Immediate Release
To: The Business Editor

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**COMYA GLOBAL thanks you for
disseminating this release**

Comya Global A New Network of Communications Agencies Covering Latin America, the Caribbean and the United States

- *15 communications agencies from Latin America, the United States, the Caribbean and Bermuda have formed Comya Global, a network of agencies that aims to become the new alternative for firms extending their business in the region.*
- *In the first quarter of 2005 Comya Global is set to expand into other regions, such as Europe and Africa.*

MIAMI, United States, 24 January 2005.- A conglomerate of 15 communications agencies from Latin America, the Caribbean, the United States and Bermuda, with a presence in 18 markets and a combined billing of US\$7 million, employing close to 200 staff and handling a portfolio of about 260 clients, announced the creation of **Comya Global**, a network of boutique agencies whose focus is on personalized service with a broad local knowledge base in each country, giving effective results with a low implementation cost.

The launch which took place at the Mendoza Restaurant on Brickell Bay Drive in Miami on January 18 saw the attendance of a wide variety of multi-national businesses and media.

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Comya Global was formed to support clients in their global business, with a service that is local and personalized in each region. Comya Global aims to build up a client portfolio consisting of multi-national and trans-Latin American firms looking for support with internal and external communications in several countries and region-wide, as well as local firms seeking to enter new market segments and small companies hoping to grow and access larger markets.

"There are big agencies that are good at what they do, but today multi-nationals are opting for boutique agencies, because they can offer a personalized service and better results at a lower cost. Comya Global brings together, in a single network, agencies which can offer just that, with an Executive Committee that moves beyond the strategic level to engage in implementation and day-to-day business," states Priscilla Colón, Chairman of the Board of Comya Global and President of Acqua Communications, a Miami-based agency.

The network members are local agencies which are outstanding performers in their own market. Comya Global comprises Martínez, Frugoni & Asociados (Argentina), The Counsellors (Bahamas), Troncossi Public Relations (Bermuda), MVL Comunicação (Brazil), BMR Building Media Relations (Chile), Dattis Comunicaciones Estratégicas (Colombia), Imagen y Comunicación Estratégica (Costa Rica), Publipromueve (Ecuador), OYE Action (El Salvador, Guatemala and Honduras), Acqua Communications (United States), Illuminarte Communications (Jamaica and Barbados), CB Comunicación (Mexico), Stratego Communications (Panama), Comunicación Activa (Peru) and Staffeld & Co. (República Dominicana).

"We believe that clients need effective communications solutions that give a clear return on investment. Comya Global will be the best alternative for firms seeking this type of solution, and available anywhere, at any time, working for the specific needs of each client," says Colón.

Comya Global first launched in Latin America, the United States, the Caribbean and Bermuda, and its short-term plans include expansion into Europe and Africa. "We aim to position the network as "the" source of information for industry, to support our clients as a consolidated team, to share up -to- the minute information in different markets and to create an awareness of the power of public relations through local and regional events," concludes the executive.

About Comya Global

Comya Global is a conglomerate of 15 communications agencies from Latin America, the Caribbean, the United States and Bermuda, with a presence in 18 markets and a combined billing of US\$7 million, some 200 staff and a portfolio of about 260 clients. Colón stated at the launch that Alison Christie Binger of Illuminarte Communications Ltd based in Jamaica was responsible for the name. It is inspired from the Jamaican term "Com Yah" and represents the network's defining and distinguishing concepts: *come now, come here, join. It is also a contraction for communications.*

More information at: <http://www.comya.com>

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About Illuminarte Communications Ltd

Illuminarte Communications is a marketing public relations boutique agency specialising in international and multi-lingual communications as well as other state of the art services in the field. It is headed by Alison Christie Binger, Vice President of the International Association of Business Communicators Caribbean, Immediate Past President of the Public Relations Society of Jamaica and former Corporate Communications Manager of the Jamaica National Building Society.

Mrs Binger who is also a Board Member of Comya Global says that Illuminarte's entry into the world marketplace through COMYA is very significant at this time with the advent of the Caribbean Single Market and Economy and other trade regimes such as the Free Trade Area of the Americas and the World Trade Organisation. " We believe we will be of strong support to Jamaican and other Caribbean companies planning to enter and penetrate new markets especially in Latin America and certainly in the medium term as we expand into Europe and other parts of the world. We also look forward to working with international organisations and multi-national companies in the Caribbean and the Americas."

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