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## **Eclipse Launches Hispanic Marketing Division**

### **Introduces Timely Resources for Cable TV Hispanic Marketers**

Morristown, NJ, June 9 — Eclipse Marketing Services, Inc. has formed a Hispanic Marketing Division to assist cable operators and program networks in cost-effectively marketing to Hispanic households. Eclipse will develop turnkey and customized Hispanic campaigns as well as consult with clients on a market-by-market basis to provide information and strategies for reaching this lucrative yet complex audience. Margaret Boller, Founder and President of Eclipse Marketing Services, made the announcement this week.

Eclipse, which specializes in providing creative direct marketing solutions to the cable TV industry, has developed comprehensive resources geared to helping marketers better understand and attract the nation's burgeoning yet underserved Hispanic segment. Key components of this new initiative include: an experienced, bilingual team ready to partner with clients in developing cost-effective marketing strategies and materials for their local markets; an array of direct marketing materials designed to generate response from this diverse audience; and, an informative Hispanic Marketing Kit containing a wealth of engaging and useful information about the Hispanic market.

Karen Habib, newly appointed Director, Hispanic Marketing at Eclipse will spearhead the Division and is the agency's primary contact and consultant for multicultural marketers. Habib, a 15 year seasoned cable professional of diversity and Hispanic marketing, has held senior level multicultural marketing positions at leading programming networks, including MTV Networks, Univision Communications, and Showtime Networks.

Commenting on the activities, Boller stated, "This is a logical next step for Eclipse. As an industry leader in niche marketing for over 17 years, Eclipse has acted as an extension of our clients' marketing departments, helping them to launch and grow their ancillary revenue streams. Our clients now seek assistance in tapping into the huge opportunity in their Hispanics markets." She added, "We are uniquely poised to offer them three core competencies: cable

industry knowledge, direct marketing expertise, and—now—Hispanic marketing, strategically executed. We're committed to making Hispanic marketing as turnkey easy as our video on demand and other programs.”

To jump start industry interest in its new resources, Eclipse is inviting marketing professionals in the cable TV and entertainment industries to enter its sweepstakes, *Salsa with Eclipse*. The promotion, which runs through the 4<sup>th</sup> of July weekend, features seven first prizes, and the grand prize is a trip for four to Puerto Rico. Eclipse will promote the sweepstakes through e-mail blasts, trade ads, and e-newsletters.

**About Eclipse Marketing Services, Inc.**

Eclipse Marketing Services, Inc. founded by Margaret Boller in 1992, provides creative direct marketing solutions for the cable TV and entertainment industries. The agency's team of seasoned campaign strategists and marketing consultants enables Eclipse to provide industry marketers with direct marketing initiatives—on brand, on strategy, and on budget. Eclipse has earned numerous accolades and awards from industry associations, including the CTAM Gold Mark Award in Direct Mail and The Heartbeat of America Award for entrepreneurial companies. More information is available at [www.eclipsemarketingservices.com](http://www.eclipsemarketingservices.com)

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Contact: Karen Habib  
Director, Hispanic Marketing  
(973) 695-0334  
[khabib@eclipse2.com](mailto:khabib@eclipse2.com)