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NEW YORK UNIVERSITY'S CENTER FOR MARKETING TAPS BOB MCNEIL AS GUEST LECTURER



Multicultural marketing expert Bob McNeil, founder and CEO of Atlanta-based IMAGES USA, will be a guest lecturer this weekend at New York University's (NYU) Center for Marketing, offering an interactive "How To" class on reaching and motivating African American and Hispanic consumers.

McNeil will lecture as part of an intensive two-day class led by NYU adjunct professor Lisa Skriloff titled, "Ethnic Marketing: How to Target the Multicultural Consumer" on Friday, May 15 and Saturday, May 16 from 9:00 a.m. to 5:00 p.m., on both days. The class will be located at NYU's Midtown Center, 11 West 42nd Street and 5th Avenue. The fee for the course is \$695.

Titled: "Best Case Studies for the African American and Hispanic Markets," McNeil will challenge students to create their own multicultural marketing programs in a mock case study format for a Fortune 100 marketer.

McNeil holds an Executive MBA from Georgia State University and is a graduate of the National Minority Supplier Development Council (NMSDC), Advanced Management Education Program at the

Kellogg Graduate School of Management, and the Advanced MBE program at the Tuck School of Business. Mr. McNeil was also awarded the 2008 Moss Kendrix Award by the National Association of Market Developers. Named "Multicultural Agency of the Year" by the American Marketing Association, IMAGES USA also currently ranks No. 6 on Black Enterprise Magazine's list of Black owned advertising agencies for 2008.

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.