

NALAC Recipient of 2007 Heineken Green Ribbon Initiative

FOR IMMEDIATE RELEASE

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NALAC Fund for the Arts Selected as the 2007 recipient of the Heineken Green Ribbon initiative

SAN ANTONIO, Texas - The National Association of Latino Arts and Culture (NALAC) is proud to announce that the NALAC FUND FOR THE ARTS (NFA) has been selected as the 2007 recipient of the Heineken Green Ribbon initiative. Since 2003, this initiative selects an organization each year to support Latin music and musicians across the country.

The award will be announced on November 8th at the 2007 Latin GRAMMY Awards in Las Vegas. Musician and Latin GRAMMY nominee Aleks Syntek will partner with Heineken as the Heineken Green Ribbon Ambassador during the Latin Grammy's to raise awareness for the charitable Heineken Green Ribbon initiative. "Thanks to the support of programs like the Heineken Green Ribbon initiative and special programs like NALAC's Fund for the Arts", states Syntek, "aspiring Latino musicians have the opportunity to showcase their talents and make their dreams come true."

"We are very pleased to welcome Heineken as a NALAC Fund for the Arts partner, and are excited to be a part of the Heineken Green Ribbon initiative at the Latin Grammy Awards", says Maria De Leon, NALAC Executive Director. "We are honored to work with Aleks Syntek as the Heineken Green Ribbon Ambassador to help raise awareness and support for Latino artists and arts organizations and acknowledge their contributions to the nation's cultural life." The NFA Heineken Music Award will benefit artists and organizations working in the music field.

The NALAC FUND FOR THE ARTS supports Latino artists and cultural organizations across the United States. Through the NFA, NALAC has provided 78 grants totaling over \$236,000 to Latino artists, ensembles and small and mid-size Latino arts and cultural organizations across the country. Now in its third year, the NFA received over 200 applications during its most recent grant cycle. Grantees for the 2007-2008 NALAC FUND FOR THE ARTS will be announced later this month.

The NFA is the only national arts fund in the country that provides support specifically for Latino artists and arts organizations working in music, dance, performance art, theatre, visual arts, media and literary arts. The NFA is made possible with generous support from the Ford Foundation, the JPMorgan Chase Foundation and the Andy Warhol Foundation for the Visual Arts as well as the City of San Antonio Cultural Collaborative and Southwest Airlines.

Through programs such as the NALAC FUND FOR THE ARTS, NALAC provides support to Latino artists and cultural organizations across the United States. NALAC provides leadership and professional development services and technical assistance through its annual Leadership Institute, Regional Arts Training Workshops and national convenings. NALAC's offices are headquartered in San Antonio, Texas.

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ALEKS SYNTEK PARTNERS WITH HEINEKEN AS THE HEINEKEN GREEN RIBBON AMBASSADOR DURING THE 8TH ANNUAL LATIN GRAMMY(r) AWARDS IN LAS VEGAS Heineken Green Ribbon Donation to Benefit the NALAC Fund for the Arts

WHITE PLAINS, NEW YORK, October 31, 2007 - Heineken USA continues its commitment to support Latin music and is the official beer sponsor of the 8th Annual Latin GRAMMY(r) Awards, which will be held for the first time at the Mandalay Bay Events Center in Las Vegas on November 8th. Current Latin GRAMMY nominee Aleks Syntek will partner with Heineken as the Heineken Green Ribbon Ambassador during the Awards to raise awareness for the charitable Heineken Green Ribbon initiative - a program that has been supporting Latin music and musicians across the country since 2003.

"The Latin GRAMMY Awards is the most prestigious night of the year for Latin music and Heineken is proud to be a part of the celebration", says Marime Riancho, Heineken Senior Brand Manager, Multicultural Markets for Heineken USA. "Aleks Syntek shares our passion for supporting Latin music and musicians and we are very excited to work with him for the Heineken Green Ribbon initiative."

Heineken has chosen the National Association of Latino Arts and Culture (NALAC) Fund for the Arts as this year's beneficiary and will make a donation to the organization on behalf of Aleks Syntek and everyone who wears a green ribbon during this year's Latin GRAMMY week festivities.

Launched in 2005 by NALAC, the NALAC Fund for the Arts is the only national arts fund in the country that provides support specifically for Latino artists and arts organizations working in music, dance, performance art, theatre, visual arts, media and literary arts.

"I'm honored to partner with Heineken to support the Heineken Green Ribbon initiative," said Aleks Syntek. "As a musician, I know first-hand of the struggles and the challenges we face trying to break into this industry. Thanks to the support of programs like the Heineken Green Ribbon initiative and special programs like NALAC's Fund for the Arts, aspiring Latino musicians have the opportunity to showcase their talents and make their dreams come true."

Aleks Syntek is nominated for a Latin GRAMMY in the "Best Male Pop Vocal Album" category for his song, Duele el Amor.

About Heineken USA

Heineken USA Inc., the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. Brands imported into the U.S. include: Heineken Lager, the world's most international beer brand; Heineken Premium Light; Amstel Light, a leading imported light beer brand; Heineken Dark; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from FEMSA Cerveza of Mexico. Please visit [EnjoyHeinekenResponsibly.com](http://www.enjoyheineken.com).

About NALAC and NALAC Fund for the Arts

The National Association of Latino Arts and Culture (NALAC) is a national arts service and advocacy organization whose mission is to preserve, promote and develop the cultural and artistic expressions of the diverse Latino populations in the United States. Through its signature programs, NALAC serves as a catalyst for the ongoing vitality and diversity of Latino cultural and artistic production. Through the NALAC Fund for the Arts, NALAC has provided 78 grants totaling over \$236,000 to Latino artists, ensembles and small and mid-size Latino arts and cultural organizations across the country.

About The Latin Recording Academy(r)

The Latin Recording Academy is an International, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit www.grammy.com.

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For Immediate Release OFFICIAL SPONSORS ANNOUNCED FOR 8TH ANNUAL LATIN GRAMMY(r) AWARDS

MIAMI (Oct. 31, 2007) - The Latin Recording Academy(r) today announced its corporate sponsors for the upcoming 8th Annual Latin GRAMMY(r) Awards at the Mandalay Bay Event Center in Las Vegas on Thursday, Nov. 8, 2007. This will mark the first time Las Vegas will host the Latin GRAMMYS, which will be broadcast live on the Univision Network from 8 - 11 p.m. (ET/PT).

Major corporate sponsors include Heineken USA, Clinique, Wal-Mart, Verizon, Verizon Wireless, WaMu, Univision Online, Univision Radio, Allstate Insurance Company, Delta Air Lines, McDonald's(r), and Wrigley's. These sponsors help support programs surrounding the biggest night in Latin music, including the festive Latin GRAMMY Street Parties, the prestigious 2007 Latin Recording Academy Person of the Year tribute honoring Juan Luis Guerra and the Latin GRAMMY After Party - presented by Heineken.

"We are grateful and proud to be aligned with such a stellar roster of partner brands, which support many different aspects of the events surrounding the 8th Latin GRAMMYS," said Gabriel Abaroa, President of The Latin Recording Academy. "With their generous and creative support, we look forward to making this Latin GRAMMY season another huge success."<>

Heineken has partnered with The Latin Recording Academy since the inception of the Latin GRAMMY Awards, and for the eighth consecutive year they are the official beer and malt beverage sponsor. Heineken supports the "Green Carpet" Arrivals, the 2007 Latin Recording Academy Person of the Year tribute to Juan Luis Guerra and will serve as presenting sponsor of the Latin GRAMMY After Party. In conjunction with their sponsorship, Heineken has launched a promotion seeking the next generation of Reggaetón, Regional Mexican, Tropical and Rock en Español stars, through its national Heineken Estrella competition. Winners will perform live in front of Latin music industry executives in Las Vegas and attend the Awards show. Additionally, the Heineken Green Ribbon initiative will support Latin music again this year with Latin GRAMMY nominee Aleks Syntek as the Heineken Green Ribbon Ambassador and the National Association of Latino Arts and Culture (NALAC) Fund For The Arts as this year's beneficiary.

A consistent sponsor of the Latin GRAMMYS, Clinique has introduced this year's new "Irresistible in Rojo" Latin GRAMMY Look promotion. As the official cosmetic of the Latin GRAMMY Awards, Clinique will provide different lipsticks in Angel Red to all Latin GRAMMY guests walking the "Green Carpet." The "Irresistible in Rojo" Latin GRAMMY Look will be the star during special events at select Clinique counters throughout the United States and Clinique Consultants will teach women how to get the look on their own. For more information, visit www.clinique.com and click on "Stores + Events."

As the exclusive retail sponsor of the Latin GRAMMY Awards for the second consecutive year, Wal-Mart offers customers the hottest music at unbeatable prices from leading Latino performers. The latest music from Latin GRAMMY-nominated artists can be found in Wal-Mart stores across the nation and at www.walmart.com. This year, Wal-Mart will have a "welcome bleacher" at the 8th Annual Latin GRAMMY Awards Arrivals, giving fans a unique view of the celebrity limo drop-offs. Wal-Mart's sponsorship of this fan bleacher section gives its customers and Latin music lover's unparalleled opportunities to cheer and catch a glimpse of their favorite Latin music stars at this year's telecast.

(Returning for a fourth year, Verizon and Verizon Wireless will offer exclusive wireless V CAST video coverage of the Latin GRAMMY Pre- and Post-Shows, including interviews with nominees.

Washington Mutual (WaMu) returns for the second year as a sponsor of the Latin GRAMMY Street Parties, Latin GRAMMY Awards and for the first time sponsoring the "WaMu Latin GRAMMY in the Schools" events in five markets. WaMu partnered with The Latin Recording Academy and many labels, publishers and performers to bring Latin music and artists to local high schools, sharing the importance of music education to students across the United States and a general overview of the different genres of Latin music.

Along with the live telecast, Univision Radio will broadcast Latin GRAMMY programming, promotions, news and events throughout the United States, including exclusive interviews from rehearsals backstage at the Latin GRAMMYS. Univision Online hosts the official Web site of the Latin GRAMMY Awards (Univision.com, Uniclave: Latin GRAMMY) with editorial coverage of the festivities.

Allstate returns for the second year, bringing Allstate agents to the Latin GRAMMY Awards to make sure artists are in Good Hands(r). Allstate will provide golf carts to help transport presenters and performers of the 8th Latin GRAMMYS from Arrivals to backstage at the Mandalay Bay Events Center.

Delta Air Lines repeats its involvement with the Latin GRAMMY Awards by providing Latin Recording Academy members and GRAMMY nominees convenient flights from all major cities in the United States and Latin America to Las Vegas. Delta is launching a radio promotion with Amor 93.1 FM in New York and La Nueva 101.9 FM in Los Angeles where one lucky listener from each city will win two round-trip tickets to attend the 8th Annual Latin GRAMMY Awards.

McDonald's(r) brings alive its Latin GRAMMY sponsorship through the Museo de la Música McDonald's(r) (McDonald's Music Museum(r)) - a museum on wheels showcasing memorabilia from a variety of artists in the Latin music industry - the Latin GRAMMY Street Parties and the McDonald's 8th Annual Latin GRAMMY Awards Sweepstakes, which gives 10 grand prize winners a trip for two to attend this year's telecast live from Las Vegas on Nov. 8.

In its first year of Latin GRAMMY sponsorship, Wrigley's Eclipse gum is offering one lucky person the chance of a lifetime - the opportunity to walk down the Green Carpet with legendary performer José Luis Rodríguez, "El Puma," star of Eclipse's Spanish-language advertising campaign. Behind-the-scenes footage of the winner's adventures with El Puma in Las Vegas will air during the Latin GRAMMY Awards telecast.

For more information on all of the sponsors, please log on to: www.heineken.com, www.clinique.com, www.delta.com, www.washingtonmutual.com, www.verizon.com, www.walmart.com, www.allstate.com, www.mcdonalds.com, www.consultoriodelpuma.com and www.univision.com.

About The Latin Recording Academy

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