



For Immediate Release

Super Mercado Del Pueblo Retains Solutions in Marketing

September 24, 2001, locally owned Super Mercado Del Pueblo one of Las Vegas' largest Hispanic full service grocery stores announced today it has retained Solutions in Marketing, Inc. to handle there marketing and advertising. Loraine Phelps, CEO of Solutions in Marketing had represented the company while working for ADVO prior to opening her firm.

Solutions in Marketing are a full service, multi-cultural integrated ecommerce, marketing company. SIM will be responsible for the planning, creative and placement of all marketing and advertising for the Hispanic Grocer in Las Vegas. "We are excited to work with The Paredes Family and assisting them in growing market share within the Las Vegas Valley", comments Loraine Phelps, CEO, Solutions in Marketing, Inc.

Super Mercado Del Pueblo is one of Las Vegas' largest Hispanic full service grocery stores offering products for Latino's including the production of Super Mercado Del Pueblo brand tortillas. The Paredes family, owners of Super Mercado Del Pueblo opened their first store in 1994. Today, they have four locations in the Las Vegas Valley.

For further information or questions please contact, Loraine Phelps, CEO, Solutions in Marketing, Inc., 702.990.0899 or lphelps@solutionsinmarketing.net.

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