

Gerald Garcia, AIMS Worldwide CEO, To Be Inducted into National Association of Hispanic Journalists' Hall of Fame

FAIRFAX, VA – June 15, 2005 – AIMS Worldwide, Inc. president and CEO, Gerald Garcia Jr., will be the sole honoree inducted into the National Association of Hispanic Journalists' (NAHJ) Hall of Fame at a June 18 gala in Fort Worth, Texas. Garcia was a founding member of NAHJ and the organization's first president.

NAHJ created the Hall of Fame in 2000 to honor journalists whose efforts boosted the number of Latinos entering the field of journalism or who improved news coverage of the nation's Latino community.

Garcia believes the need for such an organization was obvious. "Back in the early '70s," he said, "a group of us in newspaper management realized that we could influence and broaden minority coverage; our priority became educating editors and media executives to the need for covering minority communities within their circulation areas." Today, the NAHJ has grown to more than 2,000 members who continue to work for parity in newsrooms, provide scholarships to Hispanic journalism students and teach leadership and management skills.

"I am both delighted and humbled by this tribute," Garcia said. "It is a great honor."

Garcia never set out to become a journalist. He says a high school English teacher piqued his interest and involvement with his school newspaper in Beeville, Texas. As a student at Texas A&M University, he pursued a degree in petroleum engineering, but made the switch to journalism after realizing he preferred writing to calculus.

Following graduation, Garcia worked for The *Brenham Banner-Press*. "I wanted to be a sports writer," he said, "and I wanted to be the best sports writer around." He studied the top sports writers of the day, honed his craft and landed a job with the *Fort Worth Star Telegraph*. When the newspaper was acquired by Cap Cities, Garcia was promoted to management and rose through the ranks, becoming editor or publisher of several newspapers including the *Tucson Citizen*, the *Knoxville Journal*, the *Houston Post* and the *San Bernardino County Sun*. He also served on Gannett's *USA Today* launch team.

Garcia joined AIMS Worldwide (OTC BB: AMWW) as president and CEO in June 2003 and guided the company through myriad start-up activities, acquisitions and financial development. According to vice chairman of the board, B. Joseph Vincent, Garcia is "ever the pioneer. Just as he was a change agent in the newspaper world, Gerald is leading AIMS Worldwide to revolutionize and transform the marketing paradigm."

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