



**Contact: Veronica Villalon, 312.226.7830 (o)
708.721.1493 (c)**

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PACO COMMUNICATIONS WINS V&V SUPREMO FOODS ACCOUNT

CHICAGO (February 2, 2010) – PACO Communications, a Chicago-based multicultural communications agency, recently added a new client, V&V Supremo Foods, Inc., a manufacturer of high-quality, authentic Mexican-style foods.

“We’re very excited to begin our work with V&V Supremo Foods,” said Ozzie Godinez, CEO and Co-Founder of PACO Communications. “V&V Supremo is already a market leader with a well-established history in Chicago and throughout the Midwest. We look forward to helping them elevate the brand and expand into new markets.”

PACO will handle all marketing, advertising and public relations efforts for V&V Supremo Foods. The campaign will include television, radio, print and online media designed to reinforce V&V’s “Ponle Amor A Tu Vida” (Put Love in Your Life) positioning.

“We are thrilled to enter into a strategic partnership with PACO Communications,” said Gilberto Villaseñor II, president of V&V Supremo Foods. “PACO Communications was one of many high profile agencies involved in the lengthy review process, but we felt they were the right team from our very first meeting. They share our commitment to cultural authenticity, quality and the highest standard of service.”

About V&V Supremo

V&V Supremo provides a comprehensive line of Mexican style cheeses, chorizo, crema and goods not only for the retail grocery market but for the food service industry as well. Its greatest strength has been the quality of its products, which comes from the successful blending of the highest quality ingredients, and the strictest standards of quality control. V&V Supremo brand products have become a staple in the kitchens of Hispanics and non-Hispanics alike. For more information, visit www.vvsupremo.com

About PACO Communications

One of the fastest growing multicultural agencies in Chicago, PACO Communications doesn’t fit the traditional agency description or mold. With client partnerships like Tampico Beverages, Harris N.A., Aetna, Easter Seals, AeroMexico, and National Pork Board, PACO’s experience crosses borders and categories. With a full multicultural and multilingual team, PACO creates ideas that motivate consumers and make brands relevant, not just memorable. The independent agency is 100 percent minority owned and operated. For more information, visit www.pacocommunications.com

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