

DYNAMIC-DUO PARTNERSHIP WILL IMPROVE QUALITY OF LIFE FOR MANY
*Florida State Hispanic Chamber of Commerce and Brandango Incorporated Strike Deal to Benefit
Children and Families Throughout Florida's Communities.*

Miami, FL – February 12, 2008 –

Brandango Incorporated (www.myBRANDANGO.com) the fast-growing promotional products agency based in Miami, FL, was introduced as the newest trustee member of the Florida State Hispanic Chamber of Commerce (FSHCC) by Julio Fuentes, President of the 80,000 business owner community. The announcement took place at the Brandango co-sponsored event where Oscar Suris, Director, Corporate Communications & Development, Ford Motor Company, presented The Power of Giving: Improving Your Company by Impacting Your Community, today at The Biltmore Hotel in Coral Gables, FL.

Fuentes and Lara unveiled Brandango's two-fold plan to promote the new FSHCC community benefit program offering discounts off of retail pricing on over 800,000 promotional products available through Brandango. In addition, the company earmarks up to 25% of Brandango's net profits from the FSHCC initiative to designated charities. "Brandango's plan to give back to the community is strategic, effective and powerful" stated Brandango's President Michael Lara.

Brandango is the first Miami headquartered company to become an FSHCC trustee member joining other trustees AFLAC, Bank of America, Citibank, Ford Motors, FPL, Pfizer, Sprint and Zana Networks.



Through the FSHCC, members of the other 23 affiliated chambers of commerce will be introduced to the new partnership and new money-saving program dedicated to helping their communities, while building their businesses and brands.

About Brandango Incorporated

Brandango Incorporated is the Miami-based, promotional products agency that offers over 800,000 products. The company is devoted to effective brand building strategies that include custom designed and/or traditional promotional products delivered on time and at competitive prices. Brandango practices the *Easy to Do Business With (ETDBW)* business model ensuring customers a pleasant shopping

experience. Located in the downtown financial district, Brandango has international partnerships in both China and Latin America. The company prides itself on building brand awareness using a combination of clever and humorous marketing strategies. Visit www.mybrandango.com or contact Michael Lara, President of Brandango, Inc. at 1221 Brickell Avenue 9th Floor Miami, FL 33131 (888)874-0999 Ext 400 mlara@mybrandango.com

About Florida State Hispanic Chamber of Commerce

One of Florida's largest minority focused community development organizations, the Florida State Hispanic Chamber of Commerce's mission is to promote the economic advancement of the Florida Hispanic business community, with a focus on economic and political empowerment, and public advocacy to improve everyone's quality of life in the state of Florida. Contact Julio Fuentes, President FSHCC 3970 RCA Blvd Palm Beach Gardens, Florida 33414 (561) 691-8512 julio@fshcc.com