

PRESS RELEASE

FOR IMMEDIATE RELEASE

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¡HOLA! RESEARCHPAYS™ TO BUILD THE LARGEST HISPANIC CONSUMER OPINION PANEL IN THE UNITED STATES

A New York-based Firm Develops Innovative Solutions for Hispanic Market Research

Hastings-on-Hudson, NY – Alternative Technology Corporation (ATC)

announced its nationwide plan to build the largest referral-based Hispanic consumer opinion panel in the U.S.A. with ¡Hola! ResearchPAYS™.

¡Hola! ResearchPAYS™, a bilingual phone/web-based survey solution, empowers non-profit organizations to open controlled access to members of its communities for primary market research.

“Much of the market research about Hispanics in this country is outdated”, explains Hector Flores, National President of the League of United Latin American Citizens (LULAC). “By using more current and reliable data provided by ¡Hola! ResearchPAYS™, we expect to help corporations across the United States offer the products and services our communities prefer to purchase.”

Unanimously voted by the LULAC board, ¡Hola! ResearchPAYS™ will become a first-of-its-kind sustainable fund raising tool for many of LULAC’s

community projects. By sourcing from two budget lines rather than one (charity contributions and market research), corporate sponsors can choose to increase the size of their donations to LULAC without incurring additional costs.

“Corporations spend millions of dollars annually for Hispanic market research data,” states Tom Kadala, the Founder and CEO of Alternative Technology Corporation, ATC, and the inventor of ¡Hola! ResearchPAYS™.

“Unfortunately, the data available for purchase is usually inappropriately collected. With the Hispanic population growing rapidly, reliable market-preference data particularly on recent arrivals of immigrants is practically non-existent.”

About LULAC

The League of United Latin American Citizens (LULAC) is the oldest and largest Latino civil rights organization in the United States. LULAC advances the economic condition, educational attainment, political influence, health, and civil rights of Hispanic Americans through community-based programs operating at more than 700 LULAC councils nationwide. For more information, visit LULAC at www.LULAC.org.

About ATC, Inc.

Alternative Technology Corporation (ATC) is a 16-year old New York based firm that offers boutique market research services to Fortune 500 and 1000 companies. As part of its ongoing commitment to service their client needs, ATC has launched ResearchPAYS™, a division for diversity market research applications. For more information visit ATC at www.ATCmarketing.com.

About ¡Hola! ResearchPAYS™

¡Hola! ResearchPAYS™ is owned by Alternative Technology Corporation, ATC. ATC holds a registered patent pending for this business solution. ¡Hola! ResearchPAYS™ is the Hispanic division of ResearchPAYS™. For more information visit ¡Hola! ResearchPAYS™ at www.Hola-ResearchPAYS.com or www.Hola-MercadeoPAGA.com.