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Contact: Mary Schnack
204-9834/800-529-7599
mary@prworks.ms

Sylvia Acevedo Named Hispanic Business Woman of the Year

Sylvia Acevedo, President and CEO of CommuniCard™ LLC, was recently selected as the Hispanic Business Woman of the Year for the 2004 Hispanic Leadership and Business Excellence Awards by the United States Hispanic Chamber of Commerce (USHCC) for Region III. The Regional Awards will be presented at the opening breakfast of the USHCC 25th Annual National Convention & Business Expo on September 16, 2004 in Austin, TX.

The growth and significance of the Hispanic business community is the focus of this year's convention. Governor Rick Perry will address the USHCC event. "Today, the American dream is alive and well because of the ideas and contributions of so many entrepreneurs and working families, including many Hispanic-owned businesses," he said.

Acevedo, a bi-lingual industrial engineer, grew up as a first-generation American in a Spanish-speaking home. She saw the need for a product that would cross languages and aid in communication. Her creation, CommuniCards, have been developed to effectively reduce the language barrier between Spanish and English.

CommuniCards require no translators, reference books or knowledge of pronunciation. The laminated passport-sized guides unfold accordion-style revealing step-by-step illustrations of tasks and tools for construction, lawn care, and housekeeping tasks. Acevedo also developed CommuniCards for police departments to use during traffic stops.

CommuniCards offer many benefits. They improve efficiency and reduce misunderstanding. CommuniCards save time and money by communicating the job clearly so it gets done correctly the first time. Each CommuniCard is trade specific with a wide range of relevant applications and uses.

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The USHCC represents the interests of more than 1.2 Hispanic-owned businesses in the United States and Puerto Rico. It serves as the umbrella organization for more than 130 local Hispanic chambers nationwide, and it actively promotes the economic growth and development of Hispanic entrepreneurs.

CommuniCards can be customized to fit different types of workplace environments. For more information or to purchase CommuniCards visit www.thecommunicard.com.

About Sylvia Acevedo

Before starting her most recent business, CommuniCard™ LLC, Acevedo was a founder and vice president of sales and marketing of REBA Technologies. She has also been an executive at top Fortune 500 companies including IBM, Dell Computer, Apple Computers and Autodesk Inc., where she had a track record of success in creating high growth in both domestic and international markets. For example at Dell Computer, she led the creation of the first Pan-American e-commerce website for Latin America. Acevedo has a Master's engineering degree from Stanford University and a Bachelor's degree from New Mexico State where she graduated with Honors and served on the Board of Regents. Her business is headquartered in Austin, TX.

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