

Imation Corporate News



Memorex Gift Bag Goodies 'Muy Caliente' at 8th Annual Latin GRAMMYS

During Las Vegas event

December 3, 2007

Award statuettes weren't the only prizes being handed out at the 8th Annual Latin GRAMMY® Awards, held on November 8 at the Mandalay Bay Events Center in Las Vegas, Nevada. Lucky presenters, performers and celebrity guests were also treated to Memorex-branded gift bags filled with a sumptuous assortment of iPod® accessories.

Imation team members Halee Patel (far left) and Catalina M. Frank (far right) are pictured with members of the band Orishas. Orishas is a multiple Grammy award winner, as well as created music for the film Dirty Dancing: Havana Nights.

Memorex, in coordination with Distinctive Assets, lent their support for the Latin music industry by offering recipients three gift options. This included the new Memorex AmpGear™ line of iPod accessories, the iWake™ clock radio, or the iMove™ boombox. According to Catalina Frank, Latin America Marketing Specialist for Imation's consumer division, reaction to the gifts was enthusiastic, to say the least.

"They found the products very practical for their lifestyles," she explained. "All of them own iPods. They liked the AmpGear EarBuds because they travel a lot. They were also attracted to the iMove, which allows them to take their music everywhere - the pool, the beach and the tour bus."

Halee Patel, Channel Marketing/Merchandising Specialist for Imation's consumer division, was also on hand to distribute the gifts, and observed a similar response for all things Memorex. "Since most people have an iPod these days, most guests expressed how they would love to have all three gifts," she laughed. "It was a very difficult decision for them to only choose one."

Ivy Queen, whose success in the Latin music world has earned her the title "Queen of Reggaeton," said the Memorex Gift Lounge was like a "spa experience." Kinky, a Mexican electro-pop quintet and Latin GRAMMY nominee for Best Alternative Album, were equally impressed. They chose the iMove because it's fun and the iWake because of its functionality. "The iMove we love," one member stated, "the iWake we need."

In the spirit of goodwill, many of the stars and VIPs in attendance revealed they would be sharing their gifts with family members. Ranchera singer Pepe Aguilar said he was giving his iMove to his daughter, while percussionist Sergio Serna of the Tejano/Norteño group Intocable thought his daughter could use an iWake for waking her up for school.

A big Latin music fan, as well as a representative for Memorex, Catalina summed up her experience in Las Vegas as both fun and rewarding. "Showcasing Memorex products with these Latin stars reinforces the hard work our sales people in the Latin America region have done this year," she remarked. "And it's a great way to introduce the brand to consumers."

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