

## MULÉY LAUNCHES “THE 85% NICHE, LLC”

*Premiere Marketing Consultancy to focus on “Rallying the Power of Women for Exponential Business Results”*

DETROIT. June 1, 2005—Miriam Muléy, 25-year Fortune 500 marketing executive has launched a new business entitled: **“The 85% Niche: Rallying the Power of Women for Exponential Business Results”**. Muléy’s mission is to be a marketing and strategic business-solutions partner with organizations who are serious about tapping into the full power of female buyers—Black, White, Hispanic, Caribbean, Asian, Middle Eastern, Eastern European, Native American, Bi-Racial/Bicultural, young, affluent and mature. Her aim is to dispel the myth that women, who account for 85% of all purchase decisions, are not a niche, but a majority power consumer group capable of delivering exceptional revenue and profit. Her goal is to also dispel the myth that women are a homogenous group; while there are many shared values that unite women, there are ethnic, cultural and socioeconomic differences that traditional marketers tend to overlook in marketing to women.

“No other consumer group has the power, influence and economic importance that women do, said Muléy. “Increased numbers of women entering college, climbing the corporate ladder to positions of leadership and/or creating their own businesses make us, as women, a coveted segment of buyers. And, there is incredible diversity among us—ethnic, cultural, economic, age and social diversity. This diversity plays a key role on how we, as women, accept or reject the marketing messages and strategies employed by companies to entice our purchase and influence our consideration of their products and services.”

“As a woman of Puerto Rican ancestry, and as a marketer with hands-on, P&L (profit and loss) experience in creating and implementing strategies that leverage consumer insights to build businesses, launch new products, and develop breakthrough advertising campaigns, I can attest to the importance of infusing gender and cultural relevance into marketing strategies,” she added.

Muléy has built a 25-year career in marketing to women on both the client and agency side, having led consumer marketing efforts at some of the world’s largest and premiere consumer franchises: **General Motors Corporation, AVON Products, Inc., Johnson & Johnson, and Clairol**. She most recently served as executive director, diversity growth markets at **General Motors Corporation**, where she established the vision, key business objectives and overarching strategies to achieve sales growth among diverse automotive buyers—Hispanics, African-

Americans, Asians, Women, Youth and the Gay and Lesbian market--the consumer segments that, when combined, account for approximately 60% of all new vehicle sales. The result was an increase in ethnic sales in key divisions and markets for three consecutive years in a highly competitive business environment. Women accounted for the lion's share of the new vehicle buyer, with over 45% of sales generated by women buyers and 85% of all sales influenced by this group.

Mul y has also distinguished herself in the consumer products industry as an expert in marketing to women, having led the consumer branding and segmentation efforts at **AVON Products, Inc.** as General Manager. There she was responsible for the conceptual development, product merchandising and new product initiatives of the AVON Boutique, the company's first targeted ethnic merchandising brochure, reversing a two- year sales decline and generating incremental annual sales of over \$20MM. She helped restore brand equity and revitalized the image of this beauty leader by working closely with field sales, advertising and merchandising teams. As a result of her efforts, Ms. Mul y was promoted and distinguished by Avon as a top "Black Achiever" in 1995 and recognized by a major publication as one the "Top 10 Women in Advertising and Marketing".

She served as Executive Vice President, Marketing for **Carson Products**, an ethnic beauty products leader and earlier in her career, she helped launch Johnson's Baby Corn Starch for **Johnson & Johnson** and managed Johnson's Baby Powder. She also revitalized the Loving Care business at **Clairol**, turning around a three-year sales decline through new advertising, a more contemporary package design, improved formula and the introduction of a technologically advanced flanker brand to reach more youthful hair color users.

**The 85% Niche** will offer marketing consultancy services to profit and 501C3 non-profit organizations interested in building a long-term relationship with women buyers. The major services will include:

- The development of integrated business plans and solutions to increase market share among female buyers of diverse cultural, ethnic, age and socio economic backgrounds
  - Brand consultation
  - Communications
  - Promotion planning
  - Retail, Merchandising and Sales training
  - Supplier Integration
  - Community and philanthropic engagement

- “Leading Voices ™ “ Women’s Diversity Marketing Model, offering intelligence and research resource on women’s diversity
  - Latina Voices
  - Black Voices—Women of the Diaspora
  - Women’s Voices
  - Asian Voices
  - Middle Eastern Voices
  - Eastern European Voices
  - Native American Voices
  - Bi-Racial/Bi-Cultural Voices
- Customized one-on-one consultation to companies in the initial, developmental and mature stages of reaching female buyers
- Public speaking at corporate and national organization conferences

As part of Muléy’s desire to “give back” to the community, an important aspect of her business and operating philosophy is to assign a percentage of new client billings to 501C3 non-profit organizations that focus on meeting the needs of women. “I fundamentally believe that I have a responsibility to help other women and their families who are in need. Therefore, I am committed to earmarking a percentage of new client billings to a select group of philanthropic organizations that are dedicated to uplifting and empowering women of diverse ethnic, cultural and socioeconomic backgrounds. I will work with my Advisory Board to develop the criteria for selection and the implementation process,” said Muléy.

Ms. Muléy is also writing a book on the power and diversity of female buyers that will explore the opportunity that women and women of diverse backgrounds represent.

She holds a M.B.A. in Marketing from Columbia University’s Graduate School of Business and a B.A. in Psychology from Marymount Manhattan College. In April 2005, she was featured in *Elle Magazine* as “The Strategist” in the publication’s “My Brilliant Career” section. She received the distinguished “Award for Outstanding Corporate Marketing” in recognition of her achievements in diversity by *Ebony Magazine* and was featured by *Essence Magazine* in an article entitled “Executive Chic” for her leadership in the cosmetics industry.

Muléy is a frequent speaker at conferences nationwide, and most recently was keynote speaker at the first-ever “Marketing to Women Conference” in Chicago, April 18-19.

For additional information, visit [www.85percentniche.com](http://www.85percentniche.com) or telephone 313-885-5220.

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