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THE RHYTHM IS GOING TO GET YOU

THE 'AT&T TROPICAL MUSIC FESTIVAL '
Presented by R. Paniagua Inc. and La Mega 97.9 FM

Ten Free Summer Concert Series
Kicking off July 6th, through September 1st
Sundays, 12-5pm, Bronx, NY

Over 50 Performances by today's hottest Latin music acts.

XTreme, Oro Solido, Yerba Buena, Hector Tricoche, Tito Puente Orchestra, and many more.

(New York, NY)- July 1st 2008- R. Paniagua Inc. (RPI), celebrates the launch of the 2008 AT&T Tropical Music Festival series, set to take place seaside, at New York's popular Orchard Beach. The free summer concerts series kicks off week one of ten, on Sunday July 6th, and will continue through September 1st, each Sunday from 12 PM to 5PM.

Long before gas prices started hindering on vacation plans, locals have flocked to the urban oasis best know as Orchard Beach, which is synonymous for sustaining authentic New York City Latino culture. For over ten years, families, sun worshipers from the Tri-State area have set their sights on the Bronx. They travel near and far to enjoy what the AT&T Tropical Music Festival has to offer. In addition to the tropical tunes and live entertainment, each festival includes children's activities, delicious food and on-site community services, at health and education pavilions.

The beach plays a major role in the lives of Latinos, with a long tradition of family gatherings, music, food and dancing, while enjoying the sun. "We are proud to bring this series to the community for an another summer season. It's not just fun in the sun. This is our heritage.," said Ralph Paniagua, Founder and CEO of R. Paniagua Inc.

RPI gathered some of today's hottest and most diverse Latin music acts, ranging from Salsa, Jazz, Cumbia Bachata, Merengue, and Reggaeton, to Pop. "Whether you are in the mood to mambo, salsa in the sand or wind to reggaeton, the Orchard Beach summer series festival has something for you", promises Paniagua.

The 2008 Orchard Beach Music Series line-up includes over fifty exciting and diverse acts, such as internationally known bachata duo XTreme to veteran salsaero's like Ray Castro and Conjunto Clasico, Orquesta Canela, Hector Tricoche, and the Tito Puente Orchestra, Dave Valentin, Eddie Zervigon and

Orchestra Broadway, The Johnny Ray Orchestra and Yerba Buena; Merengue stars Oro Solido and Los Hermanos Moreno and many more. The Orchard Beach stage has served as a springboard for many emerging artist and has already been graced by Grammy Award winning Latin artist such as Aventura, Marc Anthony and may others.

AT&T's sponsorship of the Orchard Beach Festivals is one of the many ways the company supports the Hispanic community, particularly in the New York region. In addition, AT&T provides culturally relevant products and services that meet the needs of Hispanic consumers, their families and the way they live and communicate. For instance, AT&T offers dedicated Spanish-language service representatives, Spanish-language programming, and ring tones and wireless content that appeals to Hispanic consumers. Furthermore, AT&T delivers long distance calling plans with competitive international rates to help keep families connected.

AT&T has a long-standing commitment to the Hispanic community, and the Orchard Beach Festivals is a premier community event for AT&T to demonstrate that dedication.

The 'AT&T Tropical Music Festival Series is presented by AT&T and co-sponsored by State Farm Insurance, The City of New York and LA MEGA 97.9FM. AT&T, State Farm, Mega 97.9 FM, American Airlines, Monster Energy Drink, US Army, Health Plus, NY Presbyterian, Cibao, Pepsi, Daily News, Café Bustelo, Spaulding, Victory2Multimedia, Noche Latina, City Park & Recreation, Western Union, The Office of the Bronx Borough President Adolfo Carrion.

There is no question that thousands will once again convene during the 11th annual Orchard Beach Summer concert series, which will continue to be a New York City summer staple.

About RPI- R. Paniagua Inc. (RPI) is an integrated marketing and events firm, that since 1985 has provided TV, online and print content targeting the U.S. Hispanic market. RPI Inc. is one of the most unique marketing firms in the U.S. specializing in sports and entertainment grassroots programs for the Latino community.

For performance updates, directions and more information please visit www.tropicalmusicfestival.com.

Orchard Beach Music Concerts Series Schedule:

Sundays, July 6th - September 1st, 2008, from 12p-5p

JULY 6TH 2008- SUMMER KICK OFF EVENT

Ray Castro y El Conjunto Clasico
Los Hermanos Colon
Nayibe La Caleña
Group Naturale (Bachata Pop)
The Bronx Mob (Reggae Pop)
Handz M19 (R&B Hip Hop)
Bimbo (Reggaeton)

JULY 13TH – “EL DIA COLOMBIANO”

Orquesta Canela (Salsa desde Colombia)
Angelo y su Conjunto Modelo (Salsa)
Tonee Miyaggi (Reggaeton)
J T (Merengue & Reggae Pop)
Tiffany Lynn Martinez (Latin Pop, R & B)
Gabaluchi (Reggae Pop)

JULY 20TH - "EL DIA DEL PUEBLO"

Plena Libre (Salsa & Plena)
Yerbabuena (Bomba y Plena)
Daso (Reggae Pop)
Robert Rios (Latin Pop & R&B)
Anthony Rodríguez (Latin Pop, R &B)
Carlos Jahsir (R&B, Reggae)

JULY 27TH

Hector Tricoche (Salsa)
Paradise (salsa)
Orchard Beach Orchestra
Los Super Saians (Reggae Pop)
Julio Frankie (Reggae Pop)
Castro y Gambino (Reggaeton)

AUGUST 3RD- "EL DIA DE QUISQUEYA"

xtreme (Bachata Pop)
Los Brother`s Band
Nueva Era (Bachata Pop)
Neury Luciano (Merengue)
Group H 4 (Bachata Pop & Merengue)
Rameses (Bachata Pop)

AUGUST 10TH - "EL DIA DEL REY"

Yolanda Duke & The Tito Puentes Orq.
Frankie Morales & his Orchestra
La Comisión (Reggaeton)
Jon Pare (Latin Pop)
Javier Luis (Salsa)

August 17th- Foodbase/ Rainbow Stores "Summer Spectacular"

August 24th 2008- "El Dia de la Charanga"

Eddy Zevrignon y La Orquesta Broadway
Alex Diaz y Charanga Con Sabor
Chikamelia (Reggae Pop)
Jason Cerda (R & B)
Jann y Marco (Latin Pop)

July 27th -

Hector Tricoche (Salsa)
Paradise (salsa)
Orchard Beach Orchestra
Los Super Saians (Reggae Pop)
Julio Frankie (Reggae Pop)
Castro y Gambino (Reggaeton)
Shootyz Groove

August 31st -

Johnny Ray Orchestra
La Excelencia (Salsa)
Manbo Duro (Merengue)
Wired (Rock)

Annie D (R&B, and Hip Pop)
Alex Brocha (Reggaeton)

September 1st - "El Dia Del Merengue"

Oro Solido (Merengue)
Magic Juan (Reggae Pop & Merengue)
Fragancia (Reggae, Bachata & Merengue)
Bachata Azur Group (Bachata)
Louizo (Bachata Pop)
Entregate (Bachata Pop)

Directions Orchard Beach (Cross Street: Pelham Bay Park, City Island Road, Bronx, NY 10461)

By Subway: Take the IRT Number 6 line to its last stop, Pelham Bay Park.

By Bus: The Bx12, Bx29, Bx5, Bx52, and Westchester Line number 45 serve the park. The Bx5 and Bx12 buses serve Orchard Beach during the summer only. During the winter, take the Bx29 to the City Island Circle and walk to the beach.

By Car: The Bruckner Expressway/New England Thruway has two park exits, "Country Club Road/Pelham Bay Park" and "Orchard Beach/City Island." So does the Hutchinson River Parkway at "Pelham Parkway East" and "Orchard Beach/ City Island." Pelham Parkway serves as a cross-town route to the park.