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FOR IMMEDIATE RELEASE:

**Mexican Heritage Corporation
Board of Trustees
Elects Two New Members**

San Jose, CA. – October 17, 2007-- The Board of Directors of the Mexican Heritage Corporation today announced that, in accordance with the bylaws of the Corporation, two new members of the Board were elected. The new Trustees begin their terms immediately.

The new Trustees are Carl E. Salas and Cate M. Elsten.

The Board also reaffirmed its mission as a regional multidisciplinary arts center that celebrates and preserve the rich cultural heritage of the Mexican community and showcases multicultural arts within the region by codifying the mission statement in its bylaws.

"These individuals will bring their considerable expertise in facility infrastructure and intellectual property and arts management and finance to our organization as we look to the future," stated Board Development Chair Dr. Martha Kanter. "We believe their dynamic leadership will be a great asset as the board moves forward to achieve financial sustainability and build on our considerable momentum from a programming standpoint."

Carl E. Salas is a majority stockholder and principal in the firm of Salas O'Brien Engineers, Inc. in San Jose, California. He graduated BS, Mechanical Engineering from Virginia Tech, studied engineering management at the University of Santa Clara and is currently a registered professional mechanical engineer in California, Arizona, Nevada, New Mexico and Minnesota. Carl has been evaluating and re-designing existing facility infrastructures and power systems since 1974. During that time he has surveyed, tested or designed literally thousands of power/energy systems, energy efficiency projects, or infrastructure/utilities projects at a myriad of commercial, industrial and institutional sites. Along with his "real world" approach to facilities and energy engineering, he and his firm are leaders in energy and related educational development. As such, Carl has instructed more than 5,000 engineers and facility managers in the "art" and practice of energy-based and environmental-based systems engineering.

Cate Elsten is an accounting, marketing and finance professional with over twenty-five years of professional experience. She serves as Managing Director for the San Francisco

office of Ocean Tomo, a firm that provides advice in intellectual property-related mergers and acquisitions, investments, valuations, expert services, analytics and auctions.

Ms. Elsten's services to clients include business and intellectual property valuations, expert testimony in complex commercial litigation and strategic and operational consulting. She was the Principal in charge of Tait Advisory Services' Intellectual Property Practice prior to its acquisition by Ocean Tomo. Before 1991, Ms. Elsten was a Partner in PricewaterhouseCoopers' Intellectual Property Practice and served as national director for trademark and copyright matters. She has also held management positions for companies including Playhouse Square Center, Target Corporation, Aveda Corporation and Sign Consultants, Inc.

Ms. Elsten holds a Masters Degree in Business from the University of Wisconsin and a Bachelors Degree from Oberlin College. She is a Certified Management Accountant. Ms. Elsten is an active member of the International Trademark Association, the Licensing Executives Society and the American Marketing Association. She is a past member of the Board of Governors for the Brand Name Education Foundation. She has lectured on a variety of business topics organizations including the Los Angeles and Orange County Patent Lawyers Associations, Minnesota Institute of Legal Education, Institute for International Research and International Business Forum, among others.

MHC is the exclusive operator of the Mexican Heritage Plaza and a producer and presenter of cultural and entertainment programs and events. The mission of the Mexican Heritage Plaza of San Jose is to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region and nationally. The Plaza is a cultural center that serves as a vibrant resource for cultural programming and education. Built in association with the San Jose Redevelopment Agency, it is one of the largest Latino cultural centers in the nation.

To learn more about the Mexican Heritage Plaza, visit <http://www.mhcviva.org>.

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