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FOR IMMEDIATE RELEASE:

Mexican Heritage Corporation Announces New Board Members and Personnel Addition

San José, CA --- November 16, 2009 -- The Board of Directors of the Mexican Heritage Corporation (MHC) announced today the election of four new board members:

- **Gil Villagrán**, freelance writer, columnist for El Observador, and community activist.
- **Dr. Carmen Sigler**, retired Provost and Vice President for Academic Affairs of San Jose State University
- **Dr. Diana Hollinger**, Music Professor of San Jose State University
- **Isabel Valdes**, principal, Isabel Valdes Consulting

MHC also announced the addition of **Dr. Sandra Curtis** as Chief Innovation Officer. Curtis, formerly Senior Vice President of Zorro Productions, Inc. headed Zorro's Creative Development for nearly twenty years. She has produced across all media. At MHC Curtis will be responsible for driving earned revenue development and opportunities in all media for the San Jose Mariachi and Mexican Heritage Festival and MHC's ancillary content related projects.

"We're honored to work with these distinguished leaders of our community, who will bring their considerable expertise and commitment to public service to our organization as we look to the future," said Marcela Davison Aviles, President and CEO of the Mexican Heritage Corporation.

"In these economic times of turmoil, non-profit arts organizations need to be innovative and aggressive in creating content characterized by beauty and impact and the financial means to sustain innovation. Sandy Curtis is a veteran production executive who will add the bench strength, business development relationships and ingenuity we need to build the San Jose Mariachi and Mexican Heritage Festival into a premier destination and content producer. As important, she is passionate in her pursuit of excellence – these qualities make her a perfect fit for the MHC team"

Curtis' recent television productions include Zorro: la Espada y la Rosa, 122 hour episodes of a Spanish language telenovela and Zorro: Generation Z, a modern day animated Zorro.

The films The Mask of Zorro and The Legend of Zorro were produced under her watch. For the stage, Curtis served as an Executive Producer of the Olivier award-winning premiere of Zorro, the Musical on London's West End featuring an original score by The Gipsy Kings. The show opened in Paris with nine subsequent international productions scheduled. She produced Culture Clash's Zorro in Hell, which garnered rave reviews at Berkeley Repertory Theater and successive houses. Curtis also created the original project which became Isabel Allende's Zorro,

a Novel. She wrote Zorro Unmasked, the Official History and seven Zorro novels, among other titles. She earned her Ph.D. at UC Berkeley and taught at the University of California and San Francisco State prior to becoming a founding member of a children's edutainment software company.

"These individuals have made outstanding contributions to our community," said Daniel Ballesteros, Chairman of MHC. "We're delighted to welcome them to our team."

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About the Mexican Heritage Corporation:

The Mexican Heritage Corporation of San José exists to affirm, celebrate and preserve Mexico's rich cultural heritage and to showcase multicultural visual and performing arts and cultural events. MHC realizes its mission with a multi-disciplinary education and artistic program that celebrates Mexican culture and illuminates and explores the diversity within Mexico, the influence of Mexican culture on other communities worldwide and that of international. MHC is a non-profit resident arts partner of the Mexican Heritage Plaza, the largest Latino cultural center in California. Nearly 200,000 people enjoy MHC programs annually. MHC programming is presented at the Plaza, in schools and at museums, community centers and theatres in San Jose and throughout the nation.