

**NEWS RELEASE** .....

*For Immediate Release*

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**Morpace Inc. Reports: Hispanic American Women  
Unaware of Heart Disease Threat**

**FARMINGTON HILLS, MI**, August 12, 2008 – In a national survey of adults, 60 percent of Hispanic American adult females indicated a lack of awareness that heart disease is the #1 fatal disease among women. Further, nearly half are unaware that Hispanic women’s risk of heart disease is greater than that of Caucasian women. Dania Rich-Spencer, Vice President of Morpace’s Health Care practice, said, “Programs such as the Go Red For Women, founded by the American Heart Association (AHA), have made great strides in raising awareness of heart disease’s impact on women, but the message apparently has not made its way into Hispanic communities.” She added, “Our research suggests that there is a real opportunity to target this key ethnic group with educational efforts that raise awareness and promote prevention strategies.”

Rich-Spencer said that the heart disease awareness data comes from the quarterly Morpace Omnibus Survey, conducted on the Internet in July, 2008, on a variety of current topics.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: market definition and segmentation; product development and pricing; brand and image positioning; and customer satisfaction and loyalty.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.

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