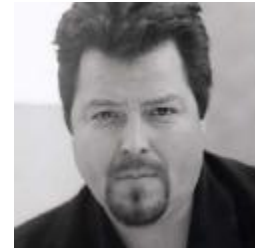


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FOR IMMEDIATE RELEASE

**Writer and Latin Comedy Pioneer Rick Najera
Nominated for Prestigious Writers Guild Award**
*Latino Writer on Fox's Mad TV is Leading
the Path for Hispanics in Hollywood*

LOS ANGELES - January 28, 2004 - With few Latino writers on network television shows today and even fewer producing hit plays at the same time, award-winning writer and Latin comedy pioneer Rick Najera is in a class all his own. Najera, along with his fellow writing partners on Fox's Mad TV, have been nominated for the prestigious 56th Annual Writers Guild of America Award for outstanding achievement in writing in a comedy/variety. The event will take place on February 21, 2004 at the Century Plaza Hotel.

In addition to being the writer, creator and star of his own hit comedy show Latinologues™, Najera came on board Fox's national comedy/variety show Mad TV in the Fall of 2003, but he's no stranger to comedy. Najera is a veteran of comedy writing, whose credits include *In Living Color*, *Latins Anonymous*, *Robert Townsend Television*, *Culture Clash*, *HBO's Aspen Comedy Fest*, *Showtime's Latino Laugh Festival* and much more.

"I feel blessed to be doing something I love. To be part of a nominated writing crew is an honor and I feel like I'm representing the Latinos in Hollywood", comments Najera.

Past nominations received by Najera include a Golden Eagle Award and an ALMA (American Latino Media Arts) Award nomination for writing. In addition, he was named Hispanic Business Magazine's *Hundred Most Influential* as well as Variety Magazine's *Fifty Creatives to Watch*. His critically acclaimed comedy, "Latinologues™", has just finished a successful 10-month run at the Coronet Theatre, one of the longest running plays in Los Angeles' history and is currently going on tour in the U.S. Najera will also be appearing in two upcoming movies, "A Day Without a Mexican", (May 2004) and will star in "How the Garcia Girls Spent Their Summer" with Elizabeth Peña, (Fall 2004).

For more information on the nominations for the 56th Annual Writers Guild of America Awards, visit www.wga.org. For information on Najera, visit www.ricknajera.net. Najera is represented by Art Rutter at the Shapiro/Lichtman Agency (310) 859-8877 x 130 or arutter@shapiro-lichtman.com.

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