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Media contact:

Susie Albin
213.500.7837
sanpresents@yahoo.com

Actor/Writer Rick Najera Makes Nation's Most Influential List

Hispanic Business Magazine Names Most Powerful Latinos in America for 2005

LOS ANGELES— October 26, 2005 – Hispanic Business Magazine, the Hispanic market leader syndicated by the New York Times Company, has named Rick Najera as one of the most influential Latinos in America. Each year, the magazine carefully selects the nation's highest achieving, most prestigious and powerful leaders; those who possess the ability to change public agenda. Najera, most widely acknowledged for his award winning comedic writing (*Latinologues*, *MAD TV*, *In Living Color*), received this honor, along with such others as Andy Garcia, Eva Longoria, Frankie Muniz and Hollywood producer, David Valdes.

Najera is currently making history on Broadway with his nationally acclaimed comedy, *LATINOLOGUES*, in which he wrote, created and is co-producing. This is Broadway's first ever all Latino play: written, created, produced, directed and starring all Latinos. Najera stars with famed Mexican comedian Eugenio Derbez, Rene Lavan and Shirley Rumierk in *LATINOLOGUES* on Broadway in which Cheech Marin directs.

Most sought after for his sketch comedy writing, acting and expertise in the Urban and Latino markets, CBS has tapped Najera to direct their First Annual Multicultural Sketch Comedy Showcase in early 2006. Najera also co-stars with Paris Hilton in National Lampoon's slapstick comedy, *'Pledge This'* due out this January.

In addition to being named *'100 Most Influential'*, other past awards received by Najera include two consecutive **Writers Guild Award** nominations in 2005 and 2004 for Outstanding Achievement and Best Writing in a Comedy / Sketch Series for his writing on *MAD TV*. He also received a 2004 **Imagen Award** for *Latinologues™* for Best Live Theatrical Performance, an **ALMA Award** nomination for Best Writing in a television drama and a **Golden Eagle Award** for his writing on the Latino Laugh Festival for Showtime. Najera was also named *Variety's 'Fifty Creatives to Watch.'*

The Hispanic Business directory of *'Most Influentials'* is available online at http://www.hispanicbusiness.com/_client/pdf/influentials05.pdf. For more information on Rick Najera visit www.ricknajera.net or contact William Morris Agency.

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