

---

FOR IMMEDIATE RELEASE

## Lower Baja anticipates the premier issue of Cabo Marine Guide

LOS CABOS, Mexico (July 31, 2007) — Spirited by Baja California's elite sport fishing and yachting aficionados, Sergio Igartua, founder of the travel media and marketing agency Grupo Igartua, readies print and online media for GI's first magazine launch—the *Cabo Marine Guide*. A glossy publication due out in late 2007, the Guide will be supplemented by its online version in early 2008. The initial 30,000 print release marks the first of three issues planned for its first year, totaling a circulation of 90,000 copies.

“Sport fishing, yachting and sailing are activities that capture imaginations the world over,” says Sergio. “Our signature high-impact photography will bring to life the Los Cabos destination, events and activities for those in Port, clubs and resources, personal adventures, merchant businesses, maps and local hospitality. Cabo has its draw for everyone, whether tourist or resident.”

With preparations in full swing for an October launch, advertisers are encouraged to sign up early in order to assure the placement they desire.

### *About Sergio Igartua*

**CREATIVE, MULTICULTURAL EXPERTISE & RESORT MARKETING KNOW-HOW.** *Sergio Igartua is President & Founder of Grupo Igartua, a media sales and marketing firm in Cabo San Lucas, Mexico, which targets Baja California's elite travel and hospitality market. His complex advertising and publishing history from the U.S. Pacific Northwest, Costa Rica and Mexico, give an added multicultural dimension to Grupo Igartua.*

---

Media Contact:

Marty Olver, Grupo Igartua

Press@Grupolgartua.com

US (503) 243 1486, (971) 223 0578

###