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**MEXICAN SENSATION PAULINA RUBIO TO APPEAR AT 2004 BILLBOARD LATIN MUSIC CONFERENCE**

**Exclusive Q&A with Rubio on April 28th**

**New York, NY (February 19, 2004)** – On April 28th, Mexican superstar Paulina Rubio will take center stage in a highly anticipated Q&A, part of the 15th annual Billboard Latin Music Conference. The star-studded event, presented by Heineken and in association with Garnier Fructis, is slated for April 26-29 at the Eden Roc Resort in Miami Beach.

In a one-on-one live interview with Billboard Latin bureau chief Leila Cobo, Rubio will discuss the making of her recently released album, "Pau-Latina," as well as her emergence as one of pop culture's most intriguing names. Rubio will open up to a candid conversation in the intimate, exclusive setting that has come to be regarded as the centerpiece of the Billboard Latin Music Conference.

In the past two decades, Rubio has seen success as part of the biggest teen act in her homeland of Mexico, enjoyed popularity as an actress on the big *and* small screens and became a best selling Latin pop artist. Rubio's last Spanish album, "PAULINA," made her a reigning international pop sensation and her successful crossover album, "Border Girl," has achieved worldwide popularity and success.

"I love the opportunity of being at the Billboard Conference to talk about my biggest passion, music," says Rubio. "Traveling around the world, I've been able to know and taste many musical styles. In fact, my new album includes a musical fusion I call 'Futuristic folklore.' In music, you can see a reflection of your essence, and I want to express what we are – a beautiful mix of rhythms and one single race. I believe this is a good occasion to share with all music lovers."

The longest running event of its kind, the Billboard Latin Music Conference brings together over 1000 artists and professionals in the Latin music community and offers

exciting programming focusing on new issues and unique opportunities in Latin music. Panels, networking parties, celebrity Q&A's and live performances have made the Conference the most respected and talked about Latin music event in the industry.

The Billboard Latin Music Awards Show, honoring the best and brightest stars in Latin music, will bring a show-stopping end to the conference on April 29th at the Miami Arena. The Awards show will be produced and broadcast live by Telemundo. Univision Radio will simulcast the show and cover the conference as the official sponsor of the event.

For more information on the Billboard Latin Music Conference & Awards, visit [www.billboardevents.com](http://www.billboardevents.com) or contact Michele Jacangelo at 646-654-4660. For information on registration and group discounts, contact Kelly Peppers at 646-654-4643. For sponsorship information, contact Cebele Marquez at 646-654-4648. For hotel information, contact the Eden Roc Resort at 305-531-0000. For conference press credentials, please contact Danielle Kowalski at 212-849-8257.

**About *Billboard*:**

Now in its 110th year, *Billboard* is the world's premier music industry publication and a diverse brand licensing platform. *Billboard* publishes the most trusted charts and offers unrivaled reporting about the latest music and video entertainment issues and trends. *Billboard* is the flagship property for the Billboard Information Group, which also consists of [Billboard.com](http://Billboard.com), [Billboard.biz](http://Billboard.biz), Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Licensing & Events and Airplay Monitor. The Group is a unit of VNU Business Media, a worldwide media company that provides specialized publications, electronically delivered data, expositions and marketing services and is owned by VNU Inc., a wholly owned subsidiary of Netherlands-based VNU, an international publishing and information company.