



**BILLBOARD TO LAUNCH ITS FIRST-EVER REGIONAL MEXICAN MUSIC SUMMIT  
--Summit to Feature Exclusive Q&A with Top Norteño Act Los Tigres del Norte--**

**NEW YORK, NY (August 28, 2006)** – Billboard, the world’s most trusted source of music, video and digital entertainment news, charts, reviews and analysis, is gearing up for its first-ever Regional Mexican Music Summit, presented by Urban Box Office (UBO) in association with Starbucks Coffee. This summit, being held on November 13-14 at The Beverly Hilton Hotel in Los Angeles, will bring this top selling genre of Latin music to the forefront by providing a networking and deal-making platform for everyone involved with this music.

According to Nielsen SoundScan figures and RIAA shipment numbers, regional Mexican music, which includes such subgenres as norteño, gruperio, ranchero and mariachi, accounts for more than 50% of all Latin music sales in the United States. The launch of the Regional Mexican Summit recognizes the strength, musical quality and enormous business potential of the genre. Billboard’s summit, which is the only event focused around regional Mexican music, will feature an exclusive Q&A session with Los Tigres del Norte, the top selling norteño act in the world.

Since the late '60s, Los Tigres del Norte has been bringing their distinctive norteño music to audiences around the globe. This Grammy-winning group, who are best known for their songs that consist of tales or *corridos* about life, love, and the struggle to survive in an imperfect world, also often touch on the subject of illegal narcotics and immigration. In 1972, the group released its hit song “Contrabando y Traición” (Contraband and Betrayal), which started one of the most remarkable careers in Spanish-language pop music history. With such albums as “Dos Plebes” (1994), “Unidos Para Siempre” (1996), “Asi Como Tu” (1997), “Corridos” (2000), “Reina del Sur” (2002), and “Directo al Corazon” (2005), this band has not only modernized the norteño music, but has also turned it into an international phenomenon.

“The exclusive Q&A session with Los Tigres del Norte, and unbelievably popular and iconic band, will be the centerpiece of the Billboard Regional Mexican Music Summit,” says Leila Cobo, Billboard’s Latin music bureau chief. “This event will give us the opportunity to celebrate the success of this group, and will shine the spotlight on the importance of regional Mexican music in today’s music industry.”

The Billboard Regional Mexican Music Summit will officially kick off on Monday, November 13<sup>th</sup> with a major showcase presented by Promotores Unidos, the association of Mexican music concert promoters. The showcase will feature duranguense group Alacranes Musical, whose current album, “A Paso Firme,” hit No. 1 on the Billboard regional Mexican Albums chart last month and has already been certified Latin gold for shipments of over 100,000 copies.

**Other showcase performers will include:**

- Ranchera queen Graciela Beltrán
- Mariachi singer Carla León
- Arrolladora Banda Limón
- Grupo Imán
- Los Nietos

The Billboard Regional Mexican Music Summit will continue on Tuesday, November 14<sup>th</sup> with panel discussions on publishing, immigration, and the digital and mobile business, along with the Q&A session with Los Tigres del Norte.

For information about the Billboard Regional Mexican Music Summit, visit [www.billboardevents.com](http://www.billboardevents.com) or contact Michele Jacangelo at 646-654-4660. For information on registration and group discounts, contact Erin Parker at 646-654-4643. For sponsorship information, contact Karl Vontz at 415-738-0745. For hotel information, contact The Beverly Hilton Hotel at 310-274-7777. For press credentials, please contact Lila Gerson at 212-255-8455.

### **About Billboard**

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