

FOR IMMEDIATE RELEASE**DISTINCTIVE ASSETS CELEBRATES A DECADE OF FABULOUS GIFTS
AT THE 10TH ANNUAL LATIN GRAMMY® AWARDS**

Los Angeles, CA –The Latin Recording Academy® observes a ten-year milestone anniversary this year when it hosts the 10th Annual Latin GRAMMY Awards on November 5, 2009 in Las Vegas. The 10th Annual Latin GRAMMY Awards promises to be the biggest and best yet and lauded celebrity gifters Distinctive Assets will once again be on hand to thank the presenters and performers with fabulous items in their signature **Talent Gift Lounge presented by MoroccanOil®**.

Distinctive Assets, which is also celebrating its own decade milestone, is thrilled to be producing the official Gift Bags for the ninth consecutive year as well as the official Talent Gift Lounge where they have lined up an impressively eclectic array of products and services. “This is a perk that the stars, who donate their time, truly look forward to,” says Lash Fary, founder of Distinctive Assets. “It is also an ideal marketing opportunity for companies looking to place their products in the hands of worldwide trendsetters and legends within the Latin community.”

This year’s talent will, as always, include top musicians and notable celebrities in all genres. Past presenters and performers have included Marc Anthony, Calle 13, David Bisbal, Daddy Yankee, Juanes, Los Tigres Del Norte, Gloria Estefan, Luis Fonsi, Julietta Venegas, Juan Luis Guerra, Jennifer Lopez, Alejandro Sanz, Shakira, Thalia, Daisy Fuentes and Ricky Martin.

Talent will receive their gifts in two different forms. The **Official Presenter & Performer Gift Bag** will overflow with the customary abundance of useful, unique and upscale items such as one year *Sports Club/LA* memberships, shampoo/conditioner from *Mirta de Perales*, the *Guitar Hanger*, *Bonadea Drinks* aguas frescas, a resort stay at the *St. Regis Punta Mita*, deluxe *Brazilian Heat* hairstyling tools, *Vicky Moreinis Swimwear*, a “head to toe” beauty package from *La Bella*, *Claudio Valenzuela* CD, *Hass Libre* eco-friendly organic tees, body scrub from *Bö Essentials*, eyeliner from *Pachuca Cosmetics*, cushion hairbrushes from *Spornette International*, a \$6,200 fitness retreat at *Live In Fitness Enterprise* and *Slimware* portion-conscious dinnerware. The **Official Latin GRAMMY Talent Gift Lounge presented by MoroccanOil** will be open backstage at Mandalay Bay throughout rehearsals to provide an interactive experience for stars where they can personally select gifts for themselves and loved ones (or their favorite charity). In addition to a \$250 set of *MoroccanOil* styling oils, the show’s talent will receive \$2,000 in spa services from *HealthCare Partners Medical Spa*, couture eyewear from *Kay Unger New York* and the *Phoebe Collection*, **Soy Delicious Moisturizing Candles**, homeopathic remedies from *Hyland’s*, *WooLoot* sport watches, *Cha-Cha ChiC* custom T-shirts, *Oxygenetix* foundation, an array of *AXE Instinct* products, an ensemble from the *MuscleFlex “Premiere” Vata Brasil* activewear collection and a deluxe Vegas entertainment package for shows, restaurants, clubs and more courtesy of *PR Plus*. You don’t have to be a Latin superstar or sacrifice style to do your part to save the planet . . . each of the 3,300 guests attending the **Official Latin GRAMMY After Party** will walk away with a \$128 *Love Peace and the Planet Tremendous* Hair Care Starter Kit by *TIGI*. Each formulation utilizes natural and organic ingredients combined with a minimal amount of synthetics to produce a product that maintains high performance expectations.

Established in 1999, **Distinctive Assets** provides celebrity placement, product introduction, event production

and branding opportunities for a broad range of companies ranging from Fortune 500 corporations to small start-ups. Known for creating lavish gift collections and interactive gift lounges at major Hollywood events such as the GRAMMY® Awards, Academy of Country Music Awards, Tony Awards, Kids' Choice Awards and People's Choice Awards, Distinctive Assets proudly continues its long-standing relationship with The Latin Recording Academy®.

Moroccanoil, the originator and category leader of luxury, professional argan oil-infused products for hair, has become a runaway hit among fashion and beauty insiders and has generated a cult following among editorial, fashion, celebrity, film and television stylists as well as their celebrity clients. Moroccanoil's Argan Oil is harvested under a free trade program, which provides substantial socio-economic support to thousands of families in the Souss-Massa region of Morocco. Revenue from this project provides income to families and helps improve the working conditions of rural women. Moroccanoil products are found in fine salons nationally. Consumers can find the nearest salon by visiting www.moroccanoil.com.

The Latin Recording Academy is an International, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit www.latingrammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/latingrammys, and a Facebook fan at www.facebook.com/latingrammys.

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