

ST. LOUIS, MO, October 12, 2013 **/24-7PressRelease/** -- Latin Pak & companies announce that their double opt-in mobile databases conform to all aspects of the E-Sign Act, which takes effect on October 16th. The E-Sign Act requires express consent from consumers to receive text marketing. Over the past seventeen years, Latin-Pak has adhered to stringent guidelines to build and maintain its' databases. Thus, all its' databases adhere to the full rigor of the E-Sign Act. Latin-Pak & companies mobile clients will experience no change in mobile marketing services or segmentations provided.

According to President and CEO, Vince Andalaro, "It is imperative for Latin-Pak to build and maintain relations across the advertising spectrum. Our proprietary databases are comprised of subscribers who are interested in receiving information relevant to their lifestyle and interests from our clients. Because our subscribers are a crucial element to our database business, their interests have always been and continue to be paramount. We applaud the E-Sign Act as it has the interest of both our subscribers and clients in mind."

Latin-Pak's proprietary means of data collection and maintenance aims to achieve high marketing returns for both the advertiser and the consumer. In order to attain this goal, its' databases constantly undergo scrupulous hygiene. Latin-Pak reserves the right to review promotions to ensure they are appropriate for the target subscribers.

Latin-Pak, a Hispanic Direct Marketing firm with offices in Los Angeles, California and headquarters in St. Louis, Missouri, is a proven leader with a history of success working with many top advertising agencies and Fortune 500 companies across the United States. Established in 1996, Latin-Pak has been marketing to Hispanics nationwide, utilizing a combination of various direct delivery methodologies to effectively reach Latino consumers "in-home" through Direct Mail, Hispanic Databases, Door-to-Door, Insert Programs, Spanish Free Standing Insert Programs, and Hispanic Digital: Email; and Mobile. For additional information call 800-625-4283, contact Vincent Andalaro, President or email at vince (@) latinpak dot com or visit<http://www.latinpak.com>