



## PRESS RELEASE

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### **Comedian Rex Navarrete joins the Long Beach Asian Invasion**

(Los Angeles) Pacific Media Association (PMA), in conjunction with Kakarabaw Productions has announced the appearance of Rex Navarrete at the Pacific Media Expo Labor Day weekend, September 3-5, 2005.

Rex Navarrete is arguably one of the most successful Asian American comedians in the United States. Coming off his groundbreaking comedy albums, "Badly Brownd", "Husky Boy" and "Bastos", in 2003, fans saw the release of his very first live comedy DVD entitled, "HELLA PINOY", which was shot in San Francisco. This extensive video project showcases a lot of the work he's been known for over a decade. This is the first solo DVD live comedy show produced featuring a Filipino American standup comic. Rex's second, upcoming DVD, called "Badass MADAPAKA!", will be released in October. "We're absolutely honored to have Rex at Pacific Media Expo", said Mike Tatsugawa, CEO of the Pacific Media Association. "We've been looking to reach out to the artists in the Asian American community. Rex was the perfect representative, bridging markets in both Asia and America and between different generations who appreciate his comedic gifts."

Mr. Navarrete will be joining Daisuke Moriyama, the artist responsible for the hit Chro Crusade comic and anime as a Guest of Honor at Pacific Media Expo.

About Pacific Media Expo: America's first major media trade show dedicated to Asian-Pacific Media and Popular Culture. Pacific Media Expo is a three-day-long media show sponsored by the Pacific Media Association. Pacific Media Expo will be hosted at the Long Beach Convention Center. The show will feature panel discussions, autograph sessions, Asian Cinema and animation video rooms, art exhibitions, a charity auction and one of the country's largest exhibit halls dedicated to Asian media and pop culture. Pacific Media Expo is sponsored by Bandai Entertainment, Animerica Magazine, Viz Media and the Gallery of Fantastic Art.

About Pacific Media Association: Pacific Media Association (PMA) is dedicated to promoting the Pacific Rim's entertainment and media industries. PMA specializes in Asia's cultural exports such as anime, music, live action films, and comics while trying to encourage the building of creative communities within the United States. PMA is the parent of Pacific Media Expo. The Pacific Media Association is located in Los Angeles, California.

More comprehensive information on Pacific Media Expo can be found at <http://www.PacificMediaExpo.com> or by sending E-mail to [Information@PacificMediaExpo.com](mailto:Information@PacificMediaExpo.com).

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