

# **Press Release**

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## **Money Remittance Industry Leader Sigue Corporation Reaches 10<sup>th</sup> Anniversary Mark**

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**From a 3-person family business to a 1,000-strong powerhouse that forever changed the money transfer industry, Sigue Corporation celebrates 10 years of continued growth, success, and exemplary service to the U.S. Hispanic community.**

San Fernando, California – Exactly ten years ago today, Sigue Founder and CEO Bill de la Viña set out to start a promising family business. In the process, he helped re-create and improve a multibillion dollar industry that today benefits the economy as well as millions of families across the U.S. and Latin America.

“It amazes me to see how much we’ve accomplished in just a decade,” declared a thankful de la Viña at the company luncheon organized to celebrate the occasion. “We certainly couldn’t have done it without the enduring commitment of each and every member of our staff and agent network.”

That’s a lot of people to thank. De la Viña’s company now boasts more than 1,000 employees, plus thousands of independent agents spread across 48 states and the DC Area – not to mention more than 20,000 pay partners strategically located throughout Latin America and the Caribbean.

Back in the mid-nineties when de la Viña got started in the money remittance business, the industry was dominated by a handful of players who faced no serious competition. Understandably, transferring money was an expensive proposition for the millions of US Latinos who depended on these services to support their loved ones back home in Latin America.

Armed with a keen eye for business, a sense of fair play, and heartfelt concern for the well-being of his fellow Latinos, de la Viña concentrated first in developing the Mexican market. Little by little, he built a vast pay-partner network that extended well beyond Mexico’s metropolitan areas and out to the most remote towns and faraway villages. Not surprisingly, de la Viña’s formula – which included outstanding customer service combined with substantially lower transfer fees – became a huge success, and Sigue blossomed quickly. Soon more players entered the field, making the industry even more competitive.

Today, millions of Sigue customers make monthly transfers to thousands of locations spanning Latin America and the Caribbean, including: Mexico, Argentina, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Peru, and the Dominican Republic.

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## “SIGUE REACHES 10<sup>TH</sup> ANNIVERSARY”---2

When asked about the challenges brought about by today’s stiff competition, de la Viña smiles: “Competition is a good thing for Sigue – a great thing, really! It keeps the industry healthy, it motivates us to continue improving every day, and it truly benefits consumers and the economy. What more could I ask for?”

As Sigue kicks off a series of campaigns, promotions and projects to celebrate its 10<sup>th</sup> Anniversary, de la Viña has much to ponder – and smile about. This business called Sigue Corporation that he started not long ago is doing well. Very well, indeed. It is also doing good – lots of it. What more could *anyone* ask for?

### **ABOUT SIGUE**

*Sigue Corp. is the leading remitter of money transfers from the USA to Mexico, providing electronic transfer services through thousands of dedicated Agents in 48 U.S. states. Founded in 1996, Sigue has expanded operations throughout Central and South America and the Caribbean. Sigue’s network of Agents and Pay Partners exceeds 20,000 locations across the Americas. With corporate headquarters in San Fernando, California, and offices in Tijuana, Mexico, Sigue has over 1,000 employees, including a team of field representatives who support a vast network of agents and pay partners, thus ensuring the secure, timely and convenient delivery of funds for millions of customers every month.*

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