

LBC USA gives its costumers the 'Power of Choice'

Lowers money remittance service fees to as low as \$3

"We understand what our customers are going through. We know that it has not been easy for them to send money with the many problems caused by our weak economy," notes Hugo Bonilla, LBC USA's president and CEO.



SOUTHSANFRANCISCO - Everyday the numbers rise - jobs lost, foreclosed homes in almost every block, prices of goods and services. Plus, more and more companies close and workers lose their jobs.

By the end of March 2009, the total number of unemployed persons in the United States has reached 13.2 million or 8.5 percent of the nation's workforce, up from the 8.1 percent or 12.5 million, the previous month. From April 13 to April 18 alone, the Department of Labor received 640,000 first-time claims for unemployment insurance.

These record unemployment figures give proof that US employers continue to be hit by the recession and are forced to let go of their workers. It is inevitable now for American consumers to hold on to their hard-earned cash, especially as their buying power continue to fall.

Mindful of this worsenging situation, the South San Francisco-based money remittance and cargo firm LBC Mundial Corporation (LBC USA) is offering its customers a respite from the economic turmoil.

LBC USA is empowering its customers to make choices on how to spend their hard-earned money.

Starting May 1, every money remittance customer can choose how much to pay in service fees through LBC's first-ever tiered pricing plan for its money remittance services.

Family ties

LBC USA understands that, despite the dismal situation of the economy, Filipinos in America who have family connections in the Philippines will continue to nurture their roots.

They do this through regular financial support for their loved ones back home, albeit in smaller amounts in recent months.

For many US-based Filipinos who are grappling with the effects of a distressed economy like rising mortgage payments, or worst jobs loss, this continued financial support for their loved ones in the Philippines has not been easy.

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New pricing

Through the new tiered pricing plan, LBC customers can now enjoy lower service fees for the company's money remittance services.

Beginning May 1, LBC USA customers in the US can send money to anywhere in the Philippines for as low as \$3 per transaction. The \$3 transaction fee applies only to remittance \$100 and below. For bigger amounts, the sender can choose from the various levels available from LBC.

Below are the service fees and the corresponding amount of money remittance

AMOUNT	SERVICE FEE
\$ 00.01 to \$100.99	\$3.00
\$ 101.00 to \$ 200.99	\$6.00
\$201.00 to \$500.00	\$8.00
\$501.00 to \$3,000.00	\$10.00

\$3,000.00 and UP \$5.00 for every fraction of \$1,000

Hugo Bonilla, LBC USA's president and CEO explains that the lower fees and new tiered pricing are aimed to make sending money home less of a strain.

"We understand what our customers are going through. We know that it has not been easy for them to send money with the many problems caused by our weak economy," notes Hugo Bonilla, LBC USA Mundial's president and CEO. "Filipinos in the US will continue to send money to their family and loved ones in the Philippines regardless of their own money woes. We hope that by

lowering our fees, LBC USA is helping them in helping their families," Mr. Bonilla further explains.

The new tiered pricing and lower fees for money remittance are now available in most LBC USA branches in the US.

For details on the new pricing, please call LBC USA at 1-800-3385424 or visit www.teamlbc.com for the location of LBC USA's 60 branches in the US.



(Advertising Supplement)

Sharon Cuneta's Megathirty Tour 2009 pulsates with excitement

by BOBBY YALONG

AFTER a remarkable stint in the business "infested" with intrigues and uncertainties but triumphantly surviving the scenario where she has spent more than half of her life, Philippine showbiz most revered Megastar Sharon Cuneta is all out anew in a world tour armed with the most-awaited entertainment package that showcases everything she's achieved in a grandiose career that spans a solid 30 years.

From a teeny bopper recording artist of the late 70's to being an interesting silver screen ace celebrity with a kaleidoscopic love life and interestingly enhancing colorful career, Sharon Cuneta has indeed metamorphosed into one of the most celebrated personalities in the industry... whose name alone could spell success and create such bombastic impact capably laced with an enviable record of multi-faceted achievements.

The Mega-singer-performer

The 70's era widely opened its doors to a promising teen singer with a voice worth listening to as her face is worth a look. Sharon Cuneta's moniker easily reigned supreme in the airwaves and boobtubes receiving unprecedented accolades and hits record after record... which made her the youngest to attain such stature in so short a time. Every new album smashingly gained record-breaking sales with a great number of fans growing by the leagues and awards by leaps and bounds.

If *Tawag Ng Pag-ibig* (actually her first single) and *Mr. DJ* created for her an undeniable and enduring popularity during her initial entry into the limelight, *Tabig at Langis*, a theme song of a Vilma Santos-Amy Austria movie of the same title, catapulted her into a certain level of maturity... having effectively rendered a song with complexity of emotions in a vocal so full of angst and depth. Since then, after 7 top-selling singles, more than 38 albums and over 20 concerts and music awards, with her 2006 recorded album *Isn't It Romantic?* garnering Double and Triple Platinum Awards, Sharon continuously stamps her mark in the music field gaining even more prominence and attaining prestigious distinctions as she matures.

The Mega Actress

The trend has it that when one gets to shine in a field, the call of the wide screen impatiently awaits... and Sharon wasn't spared from its incessant call and magnetic attraction. With a perfect project (*Dear Heart*), the best fitting leading man (Gabby Concepcion) and the most opportune timing (when both were hot and bankable young stars), Sharon Cuneta couldn't be luckier. She had all the best this business could offer and she gained everything almost so effortless. Since 1981 to the present, Sharon has acted in more than 50 movies tackling a wide variety of roles delivered each and every character so convincingly as if acting was just a second nature to her.

Sharon proudly stands at par with the nation's most awarded actresses having received 16 Best Actress awards for just 8 movies from various award-giving bodies with *Madrasta* topping the list... capped with a Grand Slam record from the PMPC Star Awards for Movies, Famas, Gawad Urian Award, People's Choice Awards and the Film Academy of the Philippines. 2004 was another lucky year for the Megastar: Sharon was named Best Actress in the Brussels International Film Festival for her convincing portrayal in *Crying Ladies*. And as if all these weren't enough, she also received



Sharon Cuneta

several Box Office titles and recognitions for being a truly accomplished actress and performer.

The Mega-Host

Television, aside from the silver screen, has been Sharon's life almost 24/7 and half of her success could undoubtedly be attributed to her numerous television appearances and shows which totaled 7. It wasn't surprising when PMPC Star Awards for TV duly recognized her with a succession of awards (1990, '93, '94, '95 and '96) as the "Best Female T.V. Host" for *The Sharon Cuneta Show*.

The Mega-endorser

A powerful stature with an influential name matched with an all-time flourishing career won't fail to endorse and promote any product and not a few market browsers and business entrepreneurs made the wise move to hire Sharon's services primarily because of her credibility and assurance to generate wads of millions in sales. Some products that made Metro Manila's major thoroughfares looked like a typical business alley with giant billboards bearing Sharon's face are McDonalds, Lucky Me Instant Noodles, SuperFerry, Ph Care products, and Sara Lee's personal care products, just to name a few.

Because of her loads of product endorsement projects, the indefatigable singer-actress has got another tag attached to her already popular name--- the real "Commercial Queen" and finally made it official via an award, the "Most Effective Product Endorser," given according to a survey conducted by AC Nielsen in 2004.

The Mega Mom

Being married to Senator Kiko Pangilinan in 1998 gave Sharon the little privacy she badly

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