

LATV CONTINUES RAPID GROWTH WITH ADDITION OF RENO AFFILIATE

IMMEDIATE RELEASE FOR

**Los Angeles, CA, (July 14th)** –**LATV Networks**, the original national bi-cultural television network, announced today that it has begun airing on Reno, Nevada’s KREN 27’s digital channel 27.4.

This addition brings LATV’s reach up to 47 Designated Market Areas,  all ranked in the top 100 national Nielsen markets based on Hispanic homes, representing over 10 million U.S. Hispanic households.

“Adding this market, which represents over half a million new Hispanic homes to LATV's network of affiliates, is a real validation of our programming and distribution strategy," said Francis Wilkinson, LATV Networks Vice-President of Distribution. “LATV has helped local station affiliates solve the riddle of where to look for new revenue – they need only turn to the exploding Hispanic populations in their own backyards.”

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About LATV:

**LATV** is the only remaining Latino-owned TV network in the Hispanic television space. Its programming primarily targets U.S.-born Latinos and the coveted bi-cultural 18-49 Latino demographic, with content that features a combination of originally produced shows as well as licensed content that has never before been seen in the U.S.

**LATV’s** fully-owned subsidiary, American Latino Syndication, produces and distributes “American Latino” and “LatiNation,” two award-winning, Latino-themed TV programs that are broadcast on general market stations in over 100 cities nationwide. For more information, please go to [www.LATV.com](http://www.LATV.com) and [www.AmericanLatino.tv](http://www.americanlatino.tv/).

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