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FOR IMMEDIATE RELEASE

Nexos Latinos® turns two, with a 91% Readership Approval, 30 Exclusive Interviews, 2 Consecutive NAMIC EMMA Awards , and National Participation Spanning the Major Cable Operators.

Morristown, NJ – September 15, 2011 –*Nexos Latinos*® magazine celebrates its second anniversary this month with its Hispanic Heritage Month issue. The magazine has been a success with both industry multicultural experts and readers alike. NAMIC (National Association for Multi-ethnicity in Communications) is awarding Nexos Latinos its second consecutive 1st Place NAMIC Excellence in Multicultural Marketing Award (EMMA). A recent readership study indicated that 91% of our readers wish to continue receiving Nexos Latinos magazine. Audited circulation averaged 810,718 in the top US Hispanic markets, with program participants including cable operators Comcast, Time Warner Cable, Cablevision, Bright House, and Cox.

The award will be presented during the 25th Annual NAMIC conference taking place in NYC on October 5th. The 1st place award goes to the Time Warner Cable, Texas Acquisition/Upgrade version of the Spring 2011 Nexos Latinos issue, in the Marketing Tactics Category for Direct Mail.

The award confirms what our readers are saying. A July 2011 Circulation Verification Council (CVC) audit and readership study* found that:

- 91% of readers want to keep receiving it
- 34% keep it in their homes one (1) month or longer
- An average of 3.1 people per household read it
- Readership skews female– 59% female, 41% male
- 81% are in the prime purchasing ages of 25-54
- 91% want to read more about Hispanic programming

Our exclusive content clearly appeals to Latino passions! In nine (9) quarterly issues to date, the magazine has already logged 30 exclusive interviews with today's most renowned Hispanic television personalities and celebrities! So far, Nexos has interviewed actors Sofia Vergara, Gaby Espino, Eugenio Siller, Giselle Blondet, Ana de la Reguera, Miguel Varoni, Catherine Siachoque, Alana Ubach and Lili Estefan; singers Jencarlos Canela, Enrique Iglesias, Abel Ullon, and Elvis Crespo; sports personalities Carlos Bocanegra, Al Horford, the WWE Bella Twins, Amar'e Stoudemire, and Oscar de la Hoya; chefs Ingrid Hoffman, Lorena Garcia, and Daisy Martinez; news anchors Gabriela Umaña and Gabriela Frías; and lifestyle advisors, Rodner Figueroa, Beto Perez, Ricardo Timmerman, CC Limardo, Manuel Zamudio, and Guillermo Arduino.

*Copy of study available upon request.

About *Nexos Latinos*

Nexos Latinos magazine was launched September 2009 with its Hispanic Heritage month issue. The quarterly, bilingual magazine is strategically developed to assist cable companies in the acquisition, upgrade, and retention of Hispanic customers. *Nexos Latinos* is written by Latinos *for Latinos* and delivers exclusive content that engages its Hispanic audience by speaking to their passions—like music, sports, technology, family and cooking—while demonstrating how cable programming and services connect them to those passions. The magazine has won multi-cultural marketing acclaim from both the National Association for Multi-ethnicity In Communications (NAMIC) and Cable FAX. *Nexos Latinos* is published by Eclipse Hispanic Marketing, a division of Eclipse Marketing Services, Inc. which was founded by Margaret Boller in 1992 to provide creative direct marketing solutions to the Cable TV and Entertainment industries. The Hispanic Division was launched in June, 2009. More information can be found at: www.nexoslatinos.com and www.eclipsemarketingservices.com

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