

El Popular Gives Readers Broader Array of Online Resources with Relaunch of www.elpopular.com a Partner Web Site of

El Popular's new Web site has been fully redesigned to feature more news, photos, community calendar events, advertisements and online classifieds than ever before

Miami, FL--(HISPANIC PR WIRE)—October 7, 2004 – El Popular announced today that it has relaunched [elpopular.com](http://www.elpopular.com) (<http://www.elpopular.com>) with an even more attractive and fully revamped site to better serve its readers and advertisers. El Popular's web site was created by and is now part of Hispanic Digital Network (HDN), the nation's first network of Hispanic publications online.

"The improved quality and resources available on our new web site will be evident to our readers and advertisers immediately," said Marco Laureti, publisher of El Popular. "Elpopular.com is now fully optimized to provide readers with a richer Internet experience that includes the latest news, photos, community calendar events, online classifieds, advertisement specials and much more."

A key highlight of the Web site for advertisers will be their ability to target their online ads to specific sections of the El Popular site such as world news, local news, business, health, immigration, travel, food review, entertainment, beauty, horoscope and even the weekly winning lottery numbers. El Popular is also hotwired to enable advertisers to reach viewers with Rich Media and other cutting edge Web technology ads. The Web site also features a fully searchable Internet classifieds system that even allows advertisers to post color photos with classifieds listings.

Readers desiring the latest dates and times for concerts and other entertainment events will be especially pleased with [elpopular.com](http://www.elpopular.com)'s top-of-the-line community calendar section. This section lets readers view the most comprehensive listing of South Florida's Latino happenings available anywhere. Readers can search events by month, date and year, up to one year in advance.

Elpopular.com also features sections for letters to the editor, Web links of interest to Latino readers, an archive of past stories and many other resources but Laureti says this is only the beginning.

"This is a new and exciting era for El Popular and its readers as we elevate the quality of everything that we do and how we do it," said Laureti. "Through our Web site and with the help of our partners at Hispanic Digital Network, we're confident that our readers are going to be able to enjoy terrific content and information that will keep them coming back to us everyday."

About El Popular

El Popular, established in 1998, is a twice per month minority owned and certified Hispanic newspaper distributed every other Wednesday throughout the cities of Miami and Ft. Lauderdale. The publication is available to Hispanic readers for FREE at over 1,600 locations that include condominiums, retail outlets, restaurants, hotels, college campuses, and street racks. The

publication attracts the Hispanic reader through it's service oriented editorial content that focuses on issues pertaining to world news, local news, business, health, immigration, travel, food review, entertainment, beauty, horoscope, and even the weekly winning lottery numbers. El Popular also integrates a full classified advertisement section along with restaurant, club, and event guide.

About Hispanic Digital Network

Latino-owned and operated Hispanic Digital Network (HDN) is the nation's first network of Hispanic publications on the Internet. HDN (<http://www.hdnweb.com>) provides a free Web solution (software for customized news Web sites) for U.S. Hispanic publications and also represents them individually and collectively as a Hispanic Internet media-placement agency. HDN news Web sites are characterized by their ease of use and sophistication. Each Web site features news editorial, classifieds, community calendar and advertising posting systems that are fully Internet based. HDN Member publications have the ability to generate advertising revenues from their own locally designated ads, from network ad buys, from online classifieds and more.

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