

El Popular Announces Content Distribution Agreement with Yahoo! en español

Stories and features from elpopular.com, a leading Hispanic news and entertainment publication in South Florida, will be featured on Yahoo! en español



(from left to right: Gustavo Abello, Mylo Gonzalez, Fernando Battaglia, Marco Laureti, Gustavo Godoy)

MIAMI, Fla. – August 20, 2001 – El Popular (<http://www.elpopular.com>), South Florida's alternative hispanic newspaper, and Yahoo! en español (<http://espanol.yahoo.com>), a leading Spanish-language Internet communications, commerce and media property, announced today that they have entered into a content distribution deal to provide news and entertainment stories to Yahoo! en español.

Under the terms of the agreement, El Popular will provide movie, music, immigration, tourism, health, and local news and features to Yahoo! en español users on Yahoo! Entretenimiento (<http://entretenimiento.espanol.yahoo.com>).

“Yahoo! en español is dedicated to delivering the best in entertainment and community content to our U.S. Hispanic audience,” said Fernando Battaglia, producer for Yahoo! en español. “El Popular’s content is a great addition to our entertainment vertical. It offers the kind of compelling information in Spanish that is being produced in the US by a very active and creative community.”

"El Popular" newspaper has been delivering dynamic entertainment news to the South Florida Hispanic market for the past five years, the alliance with Yahoo en español will allow us to take our content to the entire US. Hispanic market," said Marco Laureti, President and Publisher of El Popular newspaper. It will also serve as a platform for the expansion of our editorial content elpopular.com"

About El Popular

"El Popular" newspaper established by Laureti Media Group (<http://laureti.com>) in 1998, is a twice per month hispanic alternative newspaper that reaches hispanic readers in the 22 - 40 year old age bracket through a distribution of over 60,000 copies every other Wednesday at 1,600 outlets in the cities of Miami, Ft. Lauderdale, and W. Palm Beach . The newspaper delivers its readers complete entertainment updates, local news articles, world events, tourism, immigration updates, health news, technological advances, restaurant guide, club guide and a complete classified advertisement section ^aClasificateYA^a. Among El Popular's customer base are Papel Media, Miami Dade County, McDonald's, Publix, Clorox, Universal Music, Sony Music, BMG Music, Reyes Records, Protel Records, and FYE music stores. Laureti Media Group also services their clients through the following divisions Interactive Media, Distribution, and Promotions.

About Yahoo!

Yahoo! en español (<http://espanol.yahoo.com>), one of the 24 worldwide properties of Yahoo! Inc., features Spanish-language news and information relevant to Spanish-speaking users in the US and around the world.

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 218 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. Through the Yahoo! Enterprise Solutions division, the company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!'s clients. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

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