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Leading Spanish-Language Movie Channel Cinelatino to launch innovative Out-of-Home campaign in LA

Campaign to be featured in over 400 units of OOH media

LOS ANGELES, CA – January 26, 2009 – Cinelatino, the leading Spanish-language premium movie channel in the United States, will launch an innovative out-of-home campaign in Los Angeles that includes a mix of digital billboards, mall displays and bus shelters, among other formats, beginning February 2.

“This is a great way for us to leverage the power of one of the hottest mediums in today’s advertising world to raise channel awareness and drive subscriptions in the Los Angeles area,” said Mr. Jim McNamara, Chairman of Cinelatino. “The campaign will reinforce our new logo and innovative programming strategy and will increase viewership of our tremendous lineup of blockbuster titles.”

Each of the OOH elements used, such as large billboards and poster panels, provides unparalleled reach and frequency, allowing Cinelatino to reach its target demographic 24 hours a day, seven days a week.

The Cinelatino campaign creative was developed and produced by top U.S. Hispanic agency Zubi Advertising Services, headquartered in Miami, Fla. As one of the premiere independent Hispanic-owned agencies in the U.S, Zubi is known for its innovative, creative solutions with a focus on ROI.

“This is a unique opportunity to witness the power of a medium since all the stars have aligned,” said Joe Zubizarreta, Zubi Advertising COO. “We have a brand that has recently re-launched with minimal awareness, a campaign that should attract attention, a direct response program that will track results, and the perfect test market for the Latino community in the United States—Los Angeles.”



The creative ads will feature sensational, shocking headlines that allude to some of Cinelatio's recent blockbuster movie acquisitions. One headline reads "*Madre muerta vive con su hija*," ("Dead mother lives with her daughter"), in reference to Pedro Almodovar's *Volver*, to which Cinelatio has rights for Spanish-language television. The creative also includes a call to action with a toll free number—1-888-515-CINE.

"Zubi's concept of the sensational, humorous headline connects with the public at a visceral level, which is very much on-brand for us," said Carolina Bilbao, Creative Director of Cinelatio. "Many of our movies present unique stories that are full of drama, passion and suspense. The headlines in the campaign articulate our unique programming offer, and their attention-grabbing quality makes them act as powerful stop signs that people will remember."

The campaign premieres on the streets of Los Angeles February 2 and will remain in rotation until the end of March.

About Cinelatio:

Cinelatio is the leading Spanish-language premium film channel in the United States, with more than 3.6 million cable and satellite subscribers throughout North America. Cinelatio offers the most current Spanish-language blockbusters and critically-acclaimed titles from Mexico, Latin America, Spain, and the U.S. Cinelatio is jointly-owned by Grupo MVS, InterMedia Partners and Panamax Films.

About Zubi Advertising:

Zubi Advertising Services, Inc. is a full-service and independently owned Hispanic Agency in the U.S. with a proven 30-year track record of award-winning U.S. Hispanic Market branding campaigns. With annual gross billings of \$195 million, Zubi is headquartered in Miami with offices in Dallas, Detroit and Los Angeles. Zubi Advertising is proud to serve its extensive client list, which includes American Airlines, Ford Motor Company, Olive Garden, Washington Mutual, SC Johnson and Winn-Dixie, among others. Zubi Advertising has grown organically to more than 100 employees who are dedicated to enhancing the image of the Hispanic culture and the advertising profession through their actions and work. For more information, please visit www.zubiad.com.