

Home Shopping Latino, Inc. Launches a \$6 Million Dollar Global Media Fund Campaign

CARSON, Nev., Sept. 3 (SEND2PRESS NEWSWIRE) – Home Shopping Latino, a Delaware Corporation (OTC: HSPL), dba Viva Telecompras, announced today that they are launching their nationwide media campaign for the company and its subsidiary, Viva Telecompras. In addition, the network intends to offer its own credit card and payment plan for Miami, FL.



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Global Media Fund will place newspaper ads in 10,000 newspapers and news services for 24 months, delivering \$6,000,000 in nationwide media campaigns. The print features are expected to reach an estimated audience of 34,000,000 readers per month.

“We are excited to be working with Global Media Fund. We believe Global Media Fund’s nationwide newspaper and radio campaigns will increase our brand awareness and generate new business for the Home Shopping Latino brand,” said Frank Celecia, Chairman and CEO of Home Shopping Latino, Inc. “The increasing Latino market is one of the most substantial in the United States and the more people know about our product, the stronger results we expect to see.”

Home Shopping Latino, Inc., dba Viva Telecompras, is an all Spanish language television channel and online shopping website. Planned offerings include jewelry, gemstones, beauty care products, and vitamins; higher-priced items. Expecting to tap into the considerable spending power of this growing U.S. population, Viva Telecompras and its accompanying website, www.vivatelecompras.com, will fill a niche required by 10 million Hispanic homes.

HispanTelligence, the research division of Hispanic Business Inc., reports that the three main markets in the U.S., Puerto Rico and Mexico have a combined household population of 29.5 million and a combined purchasing power of over \$450 billion, an attractive source of revenue for advertisers. In addition, this market is projected to increase to nearly \$1 trillion in the next few years.

About Home Shopping Latino, Inc.

Home Shopping Latino is headquartered in Carson, Nevada, and is traded on the OTC under the symbol HSPL.PK (Pink Sheets HSPL). For more information about Home Shopping Latino, visit www.vivatelecompras.com.

About Global Media Fund, Inc.

Global Media Fund was established to help strong emerging growth companies conduct national media awareness and marketing campaigns in exchange for equity. Global Media Fund has been instrumental in the development of its portfolio companies by increasing their sales and brand awareness. More information can be found at www.globalmediafund.com.

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