

Citadel Media en Español Partners with Terra to Develop Online Brand Extensions for Radio Portfolio

Launch of New Web Site for Maria Marín's Tu Vida Es Mi Vida is First Joint Project

MIAMI (Nov. 10, 2009) — Terra, a leading original digital content producer with a primary focus on the U.S. Hispanic experience, has partnered with Citadel Media en Español to manage the online brand extensions of the network's portfolio of radio products. The first joint effort for the two companies is the launch of a new Web site for Maria Marín's radio show, *Tu Vida Es Mi Vida*. A motivational speaker, author and syndicated columnist, Marín brings her message of Latina empowerment to radio audiences across the country through her program, which is syndicated by Citadel Media en Español to 27 affiliates in major Hispanic DMAs such as New York, Los Angeles and Miami.

Beginning with today's launch of www.mariamarinradio.com on its network, Terra will work with Citadel Media to manage all aspects of Maria Marín radio in the digital arena, including editorial programming, advertising sales, user experience and Web design. The cross promotional site will be home to exclusive interviews, photos and discussion boards. In addition, behind-the-scenes video of the radio show will be available via the Maria Marín channel on Terra TV.

"The convergence of digital and traditional media offers us the opportunity to reach an unparalleled audience, particularly as more and more U.S. Hispanics go online," said Carlos San Jose, Vice President of National Sales for Citadel Media en Español. "Our partnership with Terra will now provide advertisers with a must-have media component when targeting the Hispanic demographic, as this consumer market segment continues to increase."

"Maria Marín embodies Latina empowerment and *Tu Vida Es Mi Vida* has become an institution in the community," said Angel Sepúlveda, VP of Programming, Terra USA. "We have no doubt that adding this content to the Terra network will be valuable to our audience and we look forward to providing our audience additional Citadel Media en Español talent and programs."

Citadel Media en Español has already received significant interest from several top advertisers across the Hispanic platform regarding integration opportunities.



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About Terra USA

Terra (www.terra.com) is an original digital content producer with a primary focus on the US Hispanic experience including 29 channels in English and Spanish. With an average of 2.5 million unique users, Terra USA reaches the broadest audience in the U.S. Hispanic market according to comScore Media Metrix and Nielsen/Net Ratings. Terra USA offers interactive tools and unites the most relevant professional and user generated content, offering a unique experience to the user.

Terra USA is part of Terra Latin America, which celebrates its 10-year anniversary in 2009. With presence in 18 countries Terra Latin America has approximately 66 million unique visitors per month, 12 million unique users per month on Terra TV, with an average of 90 million streamings per month and a collection of 280 thousand videos.

Terra Latin America is the leading internet company in the region with portals in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, United States, Guatemala, Honduras, México, Nicaragua, Panamá, Perú, Puerto Rico, Dominican Republic, Uruguay and Venezuela.

About Citadel Media en Español

Citadel Media en Español is a recognized leader in Spanish language programming and a division of Citadel Media. With a presence in 27 of the top 30 Hispanic DMAs and the only two Hispanic RADAR rated networks, Citadel Media en Español reaches approximately 8 million Hispanic listeners in an average week across 159 Spanish language radio stations in the United States. Programming includes Latino superstars and mega brands such as Thalía, host of *Conexión Thalía Radio Show*; award-winning motivational speaker and syndicated columnist Maria Marín, host of *Tu Vida Es Mi Vida*; and ESPN Deportes Radio.

Citadel Media has 4,400 affiliate radio stations reaching more than 107 million listeners in the 12+ demographic each week. Programs and services include ABC News Radio, *The Mark Levin Show*, *The Michael Baisden Show*, *The Huckabee Report*, *Radio Perez* with Perez Hilton, *The Joe Scarborough Show*, *The Tom Joyner Morning Show*, *Imus in the Morning*, *Big Boy's Neighborhood*, *Kidd Kraddick in the Morning*, *MoneyTalk with Bob Brinker*, *Rick Dees Weekly Top 40*, *Tom Kent* and *American Country Countdown with Kix Brooks*. Other Citadel Media services include advanced digital media platforms with online interactive advertising, streaming audio and podcasts, ABC Sports Radio, syndicated music and talk programs including Flashback, format-specific ePREP, production libraries, nine 24-hour formats, including Scott Shannon's True Oldies Channel and ESPN Radio. The network has a digital partnership with SustainLane, the nation's largest green ad network, which delivers more than 31 million unique visitors per month.

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