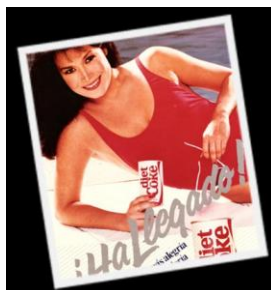




### "Hola America with Gloria Torres!"

"Hola America with Gloria Torres!" is a stylish syndicated talk show which airs in seven(7) counties, twenty five (25) television network systems with a viewing population of over 1 million viewers throughout Southern California. It is a one-on-one, up close and personal biographical talk show that is taped "live" in English and focuses on successful and diverse high profile role models from all cultures. Interviews are with the most noted names of our present and past in Entertainment, Music, Sports, and Community.

Gloria has been fortunate to have established a well rounded career in both the English and Spanish markets in the television and film industry as a successful working actress and fashion model. As with many successful artists, like Rosie O'Donnell, Ellen Gegeneres, and the Oprah shows, Gloria decided to reinvent herself and create her own talk show. Unlike the Spanish speaking talk show hosts of "Christina" and "Laura" which showcase the most negative 'Jerry Springer' like format of bashing its guests from poor economic backgrounds, think of its show format as the Barbara Walters post Academy Award interviews, classy. Gloria currently has a library of over 150 hours of these interviews and has garnered attention and requests to distribute the library and future shows.



You can know more about “Hola America! By logging into [www.holaamerica.tv](http://www.holaamerica.tv) and clicking [Shows](#) menu to view the demo reel or [Guests](#) to glance at some past Celebrity guests: Eva Longoria(Desperate housewives), Michael Cooper(L.A Lakers), Sean Astin(lord of the Rings trilogy),Laila Ali(boxer/Muhammad’s daughter) Chip& Kim McAllister( The Amazing race, Million dollar winners)& Mr. Cruz Bustamante(California’s.Lt. Governor), to name a few.

The Hola America.tv website is a great add to the show, due to its ability to air archives of past guests and simulcasts to the world wide web. Video enabled cell phones and radio are other mediums that will benefit from this content showcased 24/7 rather than just limited to your local city stations!

The following guests have appeared on ***“HOLA AMERICA! with Gloria Torres”***:

### **Community & Civic Leaders:**

**Richard Riordan**- former mayor& now Secretary for Education

**Gloria Allred**- Attorney for Women's Rights

**Mr. Gil Garcetti** -former District Attorney of Los Angeles

**Mr. Frank Cruz**- Former Anchorman &Chairman of the Corporation of the Pubic Broadcasting System

**Mr. Vernon Aquirre**- President and Chief executive officer of Banco Popular

**Mr. Dionico Morales**- President and C.E.O of the Mexican American Opportunity Foundation.

**Mr. Frank Quevedo**- Vice- President of Southern California, an Edison International Company

**Mr. Leroy D. Baca**- Sheriff of Los Angeles

**Mr. Ruben Smith**- Partner, Law offices of Alvarado, Smith and Sanchez and former President of the Hispanic Chamber of Commerce of Orange County.

**Mr. Miguel Pulido**- Mayor of Santa Ana

**Mr. Tony Rackauckas**- District Attorney of Orange County

**Mr. George Munoz** - C.E.O /President of Overseas Private Investment Corporation.

**Mrs. Ruth Lopez Williams** – former Chairman of the **LBA**, Board of the Latin Business Association

**Mr. Richard Sandoval**- Publisher of Hispanic Lifestyle Magazine

**Ms. Marie Moreno**- former Hispanic Public Relations for the Los Angeles Anaheim Angels

**Mr. Peter Villegas** - Corporate Affairs, V.P of Washington Mutual

**Ron Andrade**-L.A City County Native American Indian Commission

**Eden Albert**-Restaurateur/partner with her father, Herb Albert

**Jess Aruajo**-President of the Hispanic Bar Association

**Andy Camacho**- Restaurateur-El Padrino & Camachos.

**Ellenor& Hope Olmos**- Community& Education relations (Mother/Sister of Edward.

**Ruben Martinez**-Martinez Book Stores

**The Medranos**-Corporate&Community Relations

**Political Figures**

**Mr. Esteban Torres**- chairman of the NLMC-National Latino Media Council  
**Mr. Cruz Bustamente**- former Lieutenant Governor of California  
**Congresswoman Loretta Sanchez**  
**Congresswoman Linda Sanchez**  
**Senator Richard Alacon**  
**Mr. Jose' Luis Bernal**- former consulate General of Mexico of Los Angeles. Currently representing Mexico's President Vicente Fox as ambassador on Consular Affairs  
**Mr. Marco Antonio Firebaugh**- Assemblyman-15<sup>th</sup> District  
**Lydia Camarillo**- former Chairman of the Democratic National Convention  
**Mr. Rockard J. Delgadillo**- Deputy Mayor of Los Angeles  
**Mr. Richard Alacon**- State Senator  
**Lou Correa**-Assemblyman  
**Mario A. Rodriquez** - The Latino Coalition/California Republican Party  
**Carlos D. Olamendi**-Director of Latin America Business Development; Republic of Mexico.  
**Alex Nogales**-NHMC-National Hispanic Media Coalition  
**O.C News**- As guest panelist with various Community Leaders  
**Local Talk Program-L.A**- Various appearances as guest panelist with Political and Community Leaders discussing current events.

### **Sports Figures**

**Laffit Pincay Jr.** - inducted into the National Museum of Racing and Hall of Fame.  
**Ray" boom boom" Mancini**- Actor/ World renowned Boxer  
**Michael Cooper**- former Los Angeles Laker & coach of the WNBA- Los Angeles Sparks  
**Paul Tracy**- winner of 2004 Toyota Grand Prix of Long Beach  
**Brono Junqueira**- 2nd place  
**Sebastien Bourdais**- 3rd place  
**Mr. Omar Olivares**- Anaheim Angels Baseball player  
**Adrian Fernandez**- #51 Tecate Grand Prix Champion  
**Jimmy Vassar**-Cart Champion/ Team Rahal  
**Michel Jourdain Jr.** - Cart Champion/driver of the Gigante car for Team Rahal  
**Max Papis**- Professional Open Wheel and Lexus-powered Sports Car driver  
**Milka Duno**-Female Pro Race Car driver  
**Luis Daiz**- Race car driver  
**Stuart Hyner**- Race Car driver  
**Ryan Hunter Reay**- Race car Driver  
**Darren Manning**- Race car Driver  
**Mike Follmer**-2002 International Jet Sports Boat Association offshore Endurance race Winner  
**Mr. Carlos Palomino**- Former Prizefighter and Gold Medalist  
**Mr. Jaime Jarrin**- Los Angeles Dodgers Announcer  
**Mr. Johnny Buss**- President of the Los Angeles "Sparks"; son from the Laker's Jerry Buss Dynasty.  
**Laila Ali**-Female Super Middle weight Boxing Champion- Ali's daughter  
**Adrian Rocca**- Blind U.S Marathon Runner  
**Palm Springs Celebrity Golf Classic:**

**Fred Williamson**  
**Mark Anthony Collin Jr.-** football  
**Felix “Nighthawk” Giles-**Nascar/Baja 1000  
**Dr. Sammy Lee-** Double Gold Medalist-High Diver  
**Efren Herrera-** Super Bowl-Kicker  
**Lee Brandon-** former Women’s Longest Drive winner  
**MacKenzie Kline-** Youngest Golf Champion

### **Entertainers**

**Eva Longoria-** “Desperate Housewives”  
**Mr. Tony Plana-** “Ugly Betty” “Resurrection Blvd” & “Mi Familia”  
**Celia Cruz-**Latin Grammy Legend  
**Sean Astin-** "samwise Gamgee" in the Oscar-winning film "The Lord of the Rings": "The Return of the King"  
**Andrew Firestone-** ABC's "The Bachelor"  
**Andrea Parker-**"Lydia Weston" on ABC's "Less than Perfect"  
**Melissa Joan Hart-** “Sabrina, the Teenage Witch”  
**Mr. Dennis Leoni-** Executive Director/ Creator “Resurrection Blvd”  
**Joe Boyle-** “Raymond”  
**Catherine Hardwicke-** director of Academy nominated film "13" & the “Nativity”  
**Jane Seymour-**”Party Crashers”  
**David Carridine-**”Kill Bill”  
**Bill Pulman-**  
**Judd Nelson**  
**Mr. Moctezuma Esparza-** Producer- “Selena” “The Dorothy Dandridge Story” “Milagro Bean field War”  
**Dennis Hopper**  
**Peter Fonda**  
**Anna Nicole Smith**  
**Michele Philips**  
**Martin Landau**  
**Richard Dryfuss**  
**James Cromwell-**“the Queen”  
**Mr. Edward James Olmos-** Battlestar Galactica  
**Lupe Ontiveros**  
**Erin Moran-** Joanie, Happy Days  
**David Mirisch-** The Mirish Company Dynasty/ "Celebrities for Charities"  
**Sal Lopez**  
**Jeff Valdez-** The Brothers Garcia"/ "Si TV" cable channel  
**Jerry Velasco-** Nosotros Awards Chairman  
**Phil Roman-** Cartoon Animator-The Simpson’s, King of the Hill, Tom&Jerry  
**Mr. Lorenzo Lamas-**  
**Mr. Henry Silva-**  
**Mr. Paul Rodriguez-** Comedian  
**Mr. Pepe Serna-**

**Jose Solano**- "Baywatch  
**Santiago Pozo**- President of the Arenas Group.  
**Beatrice De Alba**- Academy Award for Make-up  
**Gloria Kisel**- Palm Beach Lifestyle  
**Gallegos & Siegman**-Director&writer of the hit play"Menopause"  
**Chris Monroe**-  
**Larry Garrison**- producer

### **Music**

**Trini Lopez**-"La Bamba"  
**Sal Rodriguez**- "War"  
**Horace Heidt Jr.**-Big Band Leader  
**Rudy Salas**-" Tierra"  
**Steve Salas**- "Tierra" lead singer  
**Little Joe Y La Familia**- Grammy winners of Tex-Mex.  
**Stranz and Farah**-Grammy Nominated composers and world renowned guitarists  
**Juan Carlos Quintero**- Latin Jazz Guitarist  
**Tere Bonilla**-Mexico's singing star  
**Sandy Garcia**- Mariachi singer

### **The Arts**

**The Walt Disney Concert Hall.**  
**Lizzet Alvarez**- **The Ford Theare**  
**Orlando J Ortega**- President of the Los Angeles Hispanic Opera; Vice President of Cacique Inc.  
**Wayne Healy**-Los Angeles Artist & Muralist  
**Tomas Benitez**-Director-Plaza De La Raza & the Self Help Graphic Gallery  
**Ignacio Gomez**- World renowned artist of Famous Portraits (C.Chavez. Robert Kennedy, Edward Olmos "Zoot Zuit")  
**Gregorio Luke**- Museum Director-MOLAA-Museum of Latin American Art of Long Beach  
**Mr. Alfredo Pavon**-Artist  
**Viredo Espinosa**- Artist  
**The Santora Art Gallery**-Santa Ana  
**Mr. Vladimir Cora**- Mexico's renowned artist

### **Demographics**

#### **HISPANIC MARKET**

#### **\$798 billion in purchasing power in 2006 and growing**

According to the University of Georgia's Selig Center for Economic Growth, 2007 will be the first year that Hispanics hold a larger amount of purchasing power than any other minority group in the U.S. With almost \$1.2 trillion dollars in purchasing power projected by 2011, no other market in our economy is growing at such a sustained and rapid pace.

### **An additional 49 million consumers**

The U.S. Census Bureau predicts that by 2010 one in six Americans will be of Hispanic origin. The result will be a market consisting of 49 million Hispanic consumers who traditionally spend more on groceries, clothing, footwear, household textiles, and gasoline than the non-Hispanic population. Accordingly an increasing number of corporations are currently committing a sizeable share of their advertising and marketing budgets to this ever-growing Hispanic market.

### **More Hispanics with BA and Masters Degrees**

According to the U.S. Department of Education , 2004 saw 84,333 Hispanics earn a Bachelors Degree while 24,017 earned a Masters or Doctorate degree. In fact, the number of highly educated Hispanics living in and immigrating to the U.S. has been increasing steadily on a yearly basis.

These bilingual and multicultural professionals, many of whom are in our database, are discovering an increasing demand for their services by corporations vying to tap into the lucrative Hispanic marketplace, both here in the U.S. and in Latin America.

**By the year 2050**, nearly one-quarter of the nation's population will be Hispanic.

Source: U.S. Department of Education

According to the 2000 U.S. Census, Hispanics of all races represent 13.3 percent of the U.S. population, about 37.4 million individuals.<sup>2</sup> The Census Bureau projects that by the year 2040 there will be 87.5 million Hispanic individuals, comprising 22.3 percent of the population.<sup>3</sup> Though Hispanic communities can be found throughout Florida, the Northeast, and other parts of the country, the greatest concentrations of Hispanics are in the southwestern states from Texas to California. The states with the greatest concentration of Hispanics are New Mexico, California, Texas, Arizona, Nevada, Colorado, and Florida.<sup>4</sup>

### ***POPULATION & ECONOMIC STRENGTH***

- Hispanics are the largest minority in the United States, with an estimated population of 41.3 million. They are estimated to grow by more than 1.7 million a year. *(Source: U.S. Census Bureau)*
- In 2004, there were 41.3 million Hispanics in the U.S., representing 14.2 percent of the total U.S. population.
- 63 percent of Hispanics in the U.S. are of Mexican origin; 10 percent from Puerto Rico; 4 percent from Cuba; 3 percent from Dominican Republic; and 3 percent from El Salvador. *(Source: 2005 Pew Hispanic Center, tabulations from 2000 Census)*
- More than one eighth of the people in the United States are of Hispanic origin. *(Source: U.S. Census Bureau)*
- Hispanics accounted for 40 percent of the country's population growth between 1990 and 2000. *(U.S. Census Bureau)*
- From 2000 to 2004, the Hispanic population increased 14 percent while the non-Hispanic population increased just 2 percent during this same time period. *Source: Pew Hispanic Center, 2005).*
- The median age for Hispanics is 25.8 years (10 years younger than the median age for the United States as a whole. *(U.S. Census Bureau)*

- Hispanic youth account for more than 34 percent of the total U.S. Hispanic population and more than 18 percent of the total U.S. youth population. By 2020, Hispanic youth will make up 23 percent of all U.S. youth.
- U.S. Hispanic purchasing power has surged to nearly \$700 billion and is projected to reach \$1 trillion by 2010, nearly three times the overall national rate of consumer purchasing power over the past decade. (Source: *HispanTelligence®*)
- Current Hispanic purchasing power is 8.5% of total U.S. purchasing power, but will reach 11% by 2010, when taking into account factors such as the narrowing Hispanic vs. overall U.S. income gap and the increase in the number of Hispanic households with earned income. (Source: *HispanTelligence®*)
- The net worth of U.S. Hispanics surpassed \$534 billion in 2000 • a 30 percent increase since 1998. (Source: *HispanTelligence®*)

- **Demographics of Internet Users**

- Below is the % of each group who use the internet, according to our September 2005 survey. As an example, 69% of adult women use the internet

<i>Race/ethnicity</i>	
White, Non-Hispanic	73%
Black, Non-Hispanic	60
English-speaking Hispanic	79

Source: *Pew Internet & American Life Project, September 2005 Tracking Survey. N=2,251 adults, 18 and older. Margin of error is ±2% for results based on the full sample and ±3% for results based on internet users.*

# SURFING IN TWO WORLDS

U.S. Hispanic Web users increasing at 2.4 times the overall market rate.

// BY JUAN SOLANA

**HOW IMPORTANT IS THE U.S. HISPANIC ONLINE MARKET?** A good measure is that ad spending aimed at this audience reached \$100 million in 2005, according to estimates by the Internet Advertising Bureau (IAB). That's up 33 percent from 2004 when spending in the market was \$75 million, and up 10-fold from 2002, when it was just \$10 million. This quick turn of the media buyers' heads reflects the rapid emergence of a vibrant Hispanic Internet marketplace – largely dominated by second- and third-generation Web users – even as the major traditional media ad spending targets have seen a slowdown in growth (See “Market Slump or Long-Term Trend”).

## Seventy Percent of Hispanic English-Users Wired

Reflecting Web-demographic research, many of the ads directed at this rising Hispanic audience are delivered either in English or both English and Spanish. The objective is to capture the significant numbers of English-dominant or bilingual Hispanic surfers who “live in two worlds” according to a Yahoo! spokesperson – often preferring English for searches they conduct at work, and Spanish or bilingual sites for surfing from home.

Of a total U.S. Hispanic Web audience of 14.4 million unique visitors in 2005 – as measured by the Web trackers at comScore Media Metrix – 11.3 million individuals (79 percent) expressed

a preference for English or bilingual online materials. More specifically: 7.5 million of the total Hispanic audience (52 percent) prefer English, and another 3.8 million (27 percent) prefer bilingual materials. (See chart, “Language Preference of Hispanics Online and Growth”).

Moreover, the online Hispanic audience is growing fast: up 6 percent in 2005, and set to grow at an annual rate of 6.7 percent through 2008, versus 2.8 percent a year for the overall U.S. online population, according to eMarketer.

The overall Hispanic Web audience is still demographically disproportionate – Hispanics account for only 7.1 percent of all U.S. Web users but 14 percent of the population. Nevertheless, a Pew Internet & American Life Project “Digital Divisions” report released in October 2005 concludes, “our surveys, conducted only in English, consistently find that English-speaking Hispanics are as likely as non-Hispanic whites to use the Internet (70 percent of each group).”

## Most-Visited Sites

Owing to the U.S. Hispanic Internet audience's tendency to prefer English for surfing, the sites Hispanics visit most are general-audience media sites such as AOL, Yahoo!, Microsoft's MSN.com portal, Google, and eBay. And, because these sites aggregate their total users among all their different domains, it is difficult to know how many Hispanics visit the Hispanic-specific parts of these portals.

A listing developed by Hispan-Telligence® – the research arm of Hispanic Business – that includes only Hispanic-oriented sites, and using the ranking methodology developed by Web site statistics tracker Alexa.com, puts Univision.com in first place, followed by *The Miami Herald* site and the Terra U.S. site. For reach and page-view data on the top 10 sites in this category, plus financials for the two that are publicly traded, visit [www.hispanicbusiness.com/magazine](http://www.hispanicbusiness.com/magazine) □

**LANGUAGE PREFERENCE OF HISPANICS ONLINE AND GROWTH: AUGUST 2005 VS. 2004**

	Unique Hispanic Visitors (Thousands)	Language Preferences as a Percentage of the U.S. Hispanic Population
<b>2005</b>	<b>Total Hispanic Audience- 14,415</b>	<b>100%</b>
English Preferred	7,473	52%
Spanish Preferred	3,101	22%
Both Preferred	3,841	27%
<b>2004</b>	<b>Total Hispanic Audience- 13,600</b>	<b>100%</b>
English Preferred	7,000	51%
Spanish Preferred	2,800	21%
Both Preferred	3,800	28%

\*Total Hispanic Audience: all Hispanics at U.S. home/work/college-university locations.

Source: Compiled by comScore Media Metrix, a division of comScore Networks, Inc.