

## For Immediate Release

### Home Shopping Latino, Inc. Launches Global Media Fund Media Campaign

December 13, 2006.

Miami, FLA – Home Shopping Latino (OTC: HSPL), dba Viva Telecompras, announced it has contracted with Global Media Fund, Inc. to launch a nationwide media campaign for the Company and its subsidiary, Viva Telecompras.

The agreement calls for the regular distribution of feature articles to over 10,000 newspapers, news and wire services for 24 months, delivering an estimated \$6,000,000 worth of national media. The print features are expected to reach an estimated audience of 34,000,000 readers per month.

“We are excited to become a member of Global Media Fund portfolio companies and having them manage our nationwide media campaign. 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. “This growing Latino market is one of the most substantial in the United States and, the more people know about it, the stronger results we expect to see.”

This expanding market has shown some impressive numbers. HispanTelligence, the research division of Hispanic Business Inc., reported that Hispanic home ownership is currently at its highest level and increasing at four times the rate of total U.S. ownership. 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.

Planned offerings include jewelry, electronics, household items and computers. In addition, the network intends to offer its own credit card and payment plans for higher-priced items.

Home Shopping Latino is looking forward to attracting this market by using a fun, fast placed format with well known Latino personalities as hosts and featuring carefully planned promotions. From studios in South Florida, Viva TeleCompras will share the airwaves with such big names such as HBO, National Geographic and Cinemax. Its debut is planned for the first quarter of 07.

#### About Home Shopping Latino, Inc.

Home Shopping Latino Inc. (OTC:HSPL), dba Viva TeleCompras, is an all Spanish Language Television Channel and Online Shopping Website. Expecting to tap into the considerable spending power of the growing U.S. population, Viva Telecompras and its accompanying Web site, [www.vivatelecompras.com](http://www.vivatelecompras.com), which are being developed by Home Shopping Latino Inc. will fill a niche required by 10 million Hispanic homes. Home Shopping Latino, Inc. is headquartered in Carson, Nevada, and is traded on the OTC under the symbol HSPL.PK. For more information about Home Shopping Latino, Inc., please visit [www.vivatelecompras.com](http://www.vivatelecompras.com).

#### About Global Media Fund, Inc.

Global Media Fund, Inc. is a media4equity company that was established to help strong emerging growth companies conduct national media awareness and marketing campaigns in exchange for equity. Global Media Fund, Inc., along with their partners, have serviced over 3000 clients, including a big portion of the Fortune 1000 companies. Global Media Fund, Inc. has been instrumental in the development of its portfolio companies by increasing their sales and brand awareness. Furthermore, Global Media Fund, Inc. uniquely guarantees the media placement results. More information can be found about Global Media Fund, Inc. at [www.GlobalMediaFund.com](http://www.GlobalMediaFund.com).

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