



Home Shopping Latino Inc. Today Announces Retention of International Monetary as Its Investor Relations and Strategic Advisory Firm

Leading Cutting-Edge Company Supported by Experienced Consultant to Support Home Shopping Latino's Continued Growth and Long-Term Strategy

DOVER, Del., Sept. 15, 2009 (GLOBE NEWSWIRE) -- Home Shopping Latino Inc. (Pink Sheets:HSPG) ("the Company"), a public Corporation and a new Latino Shopping Network, is the only network of its kind to service the exploding Latino market in the U.S.A., with the on air name Viva TeleCompras. Their Broadcast uplink studios to satellite are headquartered in Miami, Florida. Today, the Company announced that it has engaged International Monetary ("IM") as its investor relations & strategic advisory firm to provide proprietary investor relations services (IR), public relations services (PR), and advise the Company's management on other strategic decisions, such as mergers and acquisitions.

"IM has a direct connection to the investment community, which will help us quickly move forward with our Private Placement strategy," said Frank Celesia, CEO of Home Shopping Latino Inc., www.vivatelecompras.com. "Their vast experience will aid in our overall market support, which is where we have needed substantial professional help in the past."

About Home Shopping Latino Inc:

Home Shopping Latino, Inc., a Delaware corporation dba Viva TeleCompras, is an all Spanish Language Television Channel and Online Shopping web site. Expecting to tap into the considerable spending power of the growing U.S. Hispanic population, Viva TeleCompras and its accompanying web site, www.vivatelecompras.com or www.homeshoppinglatino.com, are being developed by Home Shopping Latino, Inc. and will fill a niche required by over 13 million Hispanic homes.

The Home Shopping Latino, Inc. (dba Viva TeleCompras) logo is available at <http://www.globenewswire.com/newsroom/prs/?pkqid=6590>

About IM:

Product/Service Distribution, Advertising & Marketing, and Shareholder Enhancement Services. To find out more about IM, go to: www.intlmonetary.com

The information in this Press Release includes certain "forward-looking" statements within the meaning of the Safe Harbor provisions of Federal Securities Laws. Investors are cautioned that such statements are based upon assumptions that in the future may prove not to have been accurate and are subject to significant risks and uncertainties, including the future financial performance of the Company. Although the Company believes that the expectations reflected in its forward-looking statements are reasonable, it can give no assurance that such expectations or any of its forward-looking statements will prove to be correct. Factors that could cause results to differ include, but are not limited to successful performances of internal plans, the impact of competitors, and general economic risks and uncertainties.

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Other Company Press Releases

[VIVA in Preliminary Talks to Acquire ACH Processing Helping to Create a VIVA Debit & Credit Card for Our VIVA Customers](#) - Jul 23, 2009

[VIVA Sets Network Launch for January 2010 On Positive Growth of the Hispanic Market and An Upturn in the U.S. Economy](#) - Jul 21, 2009

[Home Shopping Latino, Inc. Announces a Shareholder Rights Offering](#) - Mar 9, 2009

[Home Shopping Latino Inc. Announces Reverse Stock Split and Corporate Reorganization](#) - Feb 25, 2009

Stock Quote

Symbol: HSPG
Last Trade: 3.50 (07/22/2009 ET)
Change: +0.00 (+0.00%)
Day's Range: 0.00 - 0.00
Open: 0.00
Previous Close: 3.50
TSO:

Newport Beach, CA, 92660












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Market
Cap:
Day's
Volume: 0

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