



VIVA's Parent Company Home Shopping Latino Agrees to Sell 50% of Its Common Stock for \$20 Million Cash

Viva TeleCompras Will Use These Funds to Launch Its On Air Operations 1st Quarter 2010

DOVER, Del., Sept. 23, 2009 (GLOBE NEWSWIRE) -- Home Shopping Latino Inc. (Pink Sheets:HSPG) announced today that Home Shopping Latino Inc. and Shopping En Espanol, Inc., a private Miami corporation, officers Nydia Del Valle and Delio Trejo with offices located at 8567 Coral Way # 321 Miami, FL 33155 have both agreed in principle to join forces and begin setting in motion the launch of VIVA's Latino network and website operations. Frank Celecia was quoted as saying, "I have signed an agreement granting 50% of the common stock in our company for an investment of 20 million dollars. The subscription agreement has been forwarded to Representative Ms. Rosario Moreno and negotiated by myself and Nydia Del Valle and Mr. Delio Trejo. In addition, the company will grant two board seats to Shopping En Espanol Inc. bringing the new total of HSL, Inc.'s board to 6 members. The agreement is subject to being counter signed by Shopping En Espanol and approved by the existing board of Directors of HSL, Inc. with funds deposited in HSL, Inc.'s account no later than October 30th 2009."

ABOUT HOME SHOPPING LATINO

Home Shopping Latino, Inc., a Delaware corporation dba Viva TeleCompras, is an all Spanish language television channel and online shopping website selling jewelry, gemstones, beauty care products, and vitamins. HSL Inc. is expecting to tap into the considerable spending power of the growing U.S. Hispanic population with the only network of its kind in the United States.

Viva TeleCompras and its accompanying website, 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. Home Shopping Latino, Inc. is headquartered in Dover Delaware with production facilities that will be located in Miami, Florida. For more information about Home Shopping Latino, Inc., please visit www.vivatelecompras.com.

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

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 provide 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

[Home Shopping Latino Inc. Today Announces Retention of International Monetary as Its Investor Relations and Strategic Advisory Firm](#) - Sep 15, 2009

[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

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Stock Quote

Symbol: HSPG
Last Trade: 3.50
(07/22/2009 ET)












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Change: +0.00
(+0.00%)
Day's
Range: 0.00 - 0.00
Open: 0.00
Previous
Close: 3.50
TSO:
Market
Cap:
Day's
Volume: 0

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