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Home Shopping Latino Retains JPC Investment Group for Investment Banking Services

MIAMI--([BUSINESS WIRE](#))--Home Shopping Latino, Inc. (Pink Sheets:HSPL), a Spanish TV network covering North America, today announced that they are retaining JPC Investments Group, LLC., an Atlanta-based investment banking company, as the Company's financial advisor to support HSPL's aggressive growth strategies, including raising additional capital as needed. JPC Investments will assist the Company in its ongoing evaluation of financial structures for generating assets, as well as pursuing potential joint-venture partnerships.

Home Shopping Latino, Inc. CEO, Frank Celecia, commented, "As Home Shopping Latino's growth continues, it becomes helpful for the company to identify those entities that wish to become a part of Home Shopping Latino's long-term success. We believe that working with JPC Investment will help us enhance our corporate strategy through a wider audience, which will be integral as we further implement our acquisition strategy outlined earlier in the year. We look forward to a beneficial and productive relationship with JPC Investments well into the future."

HSPL, Inc. is expecting to tap into the considerable spending power of the growing U.S. Latino population. Home Shopping Latino, Inc., and its accompanying website, www.vivatelecompras.com, will fill a strong emerging niche. The three main Hispanic markets are the U.S., Puerto Rico and Mexico, having a combined household population of over 29.5 million with a combined purchasing power of over \$450 billion -- a very attractive source of revenue for advertisers. This market is projected to increase to nearly \$1 trillion in the next few years.

About Home Shopping Latino

Home Shopping Latino, Inc. (Pink Sheets:HSPL), dba Viva TeleCompras, is an all-Spanish Language Television Channel and Online Shopping Web site. Viva TeleCompras, developed by Home Shopping Latino, Inc., will fill a niche required by 13 million Hispanic homes. Home Shopping Latino, Inc. is headquartered in Carson City, Nevada, and is traded on the OTC under the symbol HSPL.PK.

About JPC Investment Group, LLC

JPC Investments Group, LLC, is based out of Alpharetta, Georgia. It specializes in private placements and financings for public companies, as well as certain corporate finance functions, including business consulting and merger and acquisition services. "Securities Offered Through Bridge Capital Associates, Inc., Member FINRA/SIPC."

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