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Source: Home Shopping Latino, Inc.

Home Shopping Latino Inc. Signs Production Agreement With ROCCX

DOVER, Del., Nov. 2, 2009 (GLOBE NEWSWIRE) -- Home Shopping Latino Inc., www.vivatelecompras.com, a public Corporation (Pink Sheets:HSPG) ("the Company"), a new Latino Shopping Network, the only network of its kind to service the exploding Latino market in the USA with the on air name Viva TeleCompras, today announces an agreement with ROCCX and Executive Producer Rosario Marino for the production of five one hour segments to be aired on Viva's Network.

Latino spending power has reached \$700 billion and is expected to top \$1 billion by 2010. In fact, the latest U.S. Census Bureau figures estimate the total Latino population in the United States at 42.7 million, making them the largest minority group in the United States. Perhaps no other statistic displays the loyalty and size of the Latino market than the fact that Univision has now become the 5th largest television network in the United States behind ABC, NBC, CBS and FOX.

ROCCX is a Miami-based dynamic group of perfectly bilingual skilled professionals with expertise in the areas of TV production, Direct Response Television, Public Relations, Media, and Creative Writing.

Believing in a complete solution for products and services, ROCCX is an integrated tool in the broader marketing spectrum that creates, integrates and engineers toward generating desired business results, whether it is to launch and promote a product or service, crossover a product or company to the worldwide Hispanic marketplace, or to increase sales, enhance reputation, and magnify market capitalization. Ms. Moreno emphasized, "We don't just reach the Hispanic Market, we ARE the Hispanic Market."

Frank Celecia, CEO of Viva TeleCompras, stated, "One of the first hour segments Rosario will produce is focused on exclusive jewelry designs based on Novella Stars (soap operas). This segment will feature the more sophisticated jewelry lines with precious and semi precious stones from Madagascar. Jewelry brands will be presented by the stars as their own designer lines available exclusively on VIVA'S Network. While presenting the jewelry, they will discuss the way it was made and the significance of the stones to different astrological signs."

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

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[VIVA's Parent Company Home Shopping Latino Agrees to Sell 50% of Its Common Stock for \\$20 Million Cash - Sep 23, 2009](#)

[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](#)

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Last Trade: **\$ 1.050**
Trade Time: 10/29/2009 ET
Change: -0.000 (-0.000005%)
Prev Close: 1.050
52-Wk Range: 0.010 - 3.50

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