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Television

VIVA Telecompras Revamps its Website for the Financial Community

Edited by Carly Zander
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MIAMI, Fla. (SEND2PRESS NEWSWIRE) -- Home Shopping Latino, Inc. (PINKSHEETS: HSPL), a Spanish TV network covering North America, today announced the revamping of the company's VIVA website. Home Shopping Latino, Inc. will go on air as Viva Telecompras and will share the airwaves with such big names as HBO, National Geographic and Cinemax, and will be delivering their message through real-time broadcasts and interactive website experiences, as well as co-ventures with cell phone companies.



Scott Sedlack, who most recently managed key areas of IT at E*Trade Financial Corporation from 1994 to 2007, will be spear-heading the revamping, reporting directly to Frank Celecia, HSL Inc. President.

Scott has extensive experience in designing, creating and implementing multi-tiered, user-friendly, and secure software systems. He has held several high-level positions covering all facets of IT including Software Design, Business Analysis, Project Management, Software Engineering as well as IT Management during his tenure with E*Trade Financial and LSI Logic Corporation. He created E*Trade's first web site and was instrumental in building that into E*Trade's current stock trading platform.

"Scott's extensive experience in software and implementation has made the relaunch of the VIVA website a smooth transition," says Frank Celecia, Chairman and CEO of Home Shopping Latino, Inc. "I'm confident that Scott will help us continue to ramp up our IT capabilities as we move toward our first broadcasts."

Greg Martin, VP of Investor Relations, also stated that "One of Scott's main goals is to ensure that the new launch of our Viva site will give more information to our shareholders and the investment community."

Forward-Looking Statements and Risk Factors

Statements made in this news release that relate to future plans, events of performances are forward-looking statements. Any statement containing words such as "believes," "anticipates," "plans," or "expects" and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements. Reference is made to the Company's filings with the Securities and Exchange Commission for a more complete discussion of such risks and uncertainties.

Home Shopping Latino, Inc. (PINK SHEETS: HSPL / HSPL.pk), 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, are being 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.

For more information about Home Shopping Latino, Inc., please visit www.vivatelecompras.com.

Ticker alternates: PINK SHEETS:HSPL / HSPL.pk / OTC PK:HSPL