



VIVA Sets Network Launch for January 2010 On Positive Growth of the Hispanic Market and An Upturn in the U.S. Economy

Viva TeleCompras After a False Start and the Worst Economic Downturn in Years is Ready to Get Off the Sidelines

DOVER, Del., July 21, 2009 (GLOBE NEWSWIRE) -- Home Shopping Latino, Inc. (Pink Sheets:HSPG), formerly (Pink Sheets:HSPL), announced today that the company plans to begin setting in motion the launch of its Latino network and website operations. Frank Celecia was quoted as saying, "We think that the light is starting to come into view as the economy begins to recover. Our Latino shopping network will be the only Spanish shopping network in the broadcast space in the USA market. Our network and website will be a platform for fortune 100 companies to reach Latinos in the U.S. market via short format commercial breaks mixed into our daily broadcast offering many great bargains."

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. Expecting to tap into the considerable spending power of the growing U.S. Hispanic population, 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 in Miami, Florida. For more information about Home Shopping Latino, Inc., please visit www.vivatelecompras.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 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. 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: 3.24
(05/11/2009 ET)
Change: +0.00 (+0.00%)
Day's Range: 0.00 - 0.00
Open: 0.00
Previous Close: 3.24
TSO:
Market Cap:
Day's Volume: 0

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