



## **SiTV Taps Into Latino Trends with Two New Online Blogs**

Los Angeles, CA, February 22, 2007 --(PR.com)-- Sí TV, the first English-language, Latino-themed network, today announced the addition of two new blogs to its popular web site, SiTV.com. Tapping into young Latin-Americans' music and pop culture interests, the blogs will work to extend the network's growing audience with opportunities for reviewing, posting, and promoting online media. The Music and What's Hot blogs officially launched Monday, February 19th and are expected to greatly increase traction with an aggressive online and on-air media campaign.

“We are very excited about this new launch” said Lisa Black, SVP of Sí TV Digital Media. “Our audience is always looking for new and creative ways to express themselves and these new blogs should work as the perfect vehicle to get their voices heard”.

The Sí TV Music Blog will be written by contributors reflecting all of today's most popular youth-driven music genres, with features relating to reggaeton, urban, rock, and alternative. Open discussions will be a welcome part of the experience, opening the floor to viewer reviews, opinion polls, and online file sharing. The Music Blog will also tie-in to Sí TV's popular Latino rock show, Jammin', exposing many up-and-coming underground bands making and promoting new independent albums.

The What's Hot Blog will be more wide-ranging, focusing on the latest and greatest trends in Latino pop culture. Fashion, cars, movies, art, and video games will be just a few of the topics covered in detail on a daily basis. The goal is to address any and everything that's creating a buzz with young Latinos and generate an open platform for sharing opinions and ideas. Ongoing features will include trend reports, gossip, nightlife reviews, and profiles of the hot new Latino talent.

To experience Sí TV's brand-new blogs firsthand, visit <http://www.sitv.com/blogs/music> for Music and <http://www.sitv.com/blogs/whatshot> for What's Hot.

### **About Sí TV**

Sí TV is the first English-language, Latino-themed network. Connecting with 18-34 year-old viewers, it's 60% original programming slate features hip and culturally-relevant shows including the latest in entertainment, music, lifestyle, comedy, and independent films. The network launched in February 2004 and is available nationwide in 13 million homes on Dish Network, Comcast, Cox, Time Warner Cable and Verizon, among others. For more information on Sí TV, please visit <http://www.sitv.com>.

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