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Contact: Lila Gerson

212-255-8455

lila@rosengrouppr.com



**Billboard Joins Forces with 13th Floor Televisión to Launch
*Billboard Latino Magazine***

--Spanish-Language Publication is the Latest Addition to the Multi-Media World of
“Billboard Latino”--

New York, NY (April 19, 2006) – Billboard, the world’s most trusted source of music, video and digital entertainment news, charts, reviews and analysis, and 13th Floor Televisión, have collaborated to launch *Billboard Latino* magazine. This new Spanish-language publication complements the efforts of the prestigious “Billboard Latino” TV show, which airs weekly throughout the United States on the Azteca America network.

This magazine is the perfect accompaniment to the “Billboard Latino” TV show, said Christian Storandt, publisher of *Billboard Latino* magazine. “Our goal is to deliver exclusive, consistent and quality content to Latin music fans across the country.”

Billboard Latino magazine, which was first available to readers at the beginning of April, includes interviews with Latin music stars, album reviews, music industry news, contests, columns, and the Billboard Latin music charts. Leila Cobo, Billboard’s Latin music bureau chief, is the editor-in-chief of *Billboard Latino* and also writes a column for the magazine.

“We are proud to once again be at the vanguard of Latin music coverage in this country,” said Cobo. “Given the growth of the Latin marketplace and the significant increase in Latin music sales, a Spanish-language publication that represents Billboard is a natural and necessary extension of the brand.”

Billboard Latino is distributed monthly as an insert in the *Chicago Tribune's* daily Spanish-language newspaper *Hoy* that circulates in New York, Chicago and Los Angeles, and in *El Sentinel* in South Florida, with a total reach of 400,000 homes. The launch of this Spanish-language publication follows the launch of the very popular Latino music Web site, <http://Billboard.latino.msn.com>. This Web site offers exclusive content from the "Billboard Latino" television show and information about the 2006 Billboard Latin Music Conference & Awards, presented by Heineken in association with Burger King. This four-day event, taking place April 24-27 at The Ritz-Carlton in South Beach, is the definitive gathering of Latin musicians and executives and serves as the foundation for Billboard's visibility in the Latin music community.

About Billboard:

Now in its 111th year, Billboard is the world's premier weekly music publication and a diverse digital, events and brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Billboard Radio Monitor. Billboard's many strategic partners include Fox-TV, Microsoft, mForma, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These partnerships leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach.