



IMMEDIATE RELEASE

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ALL-FAMILY SPANISH-LANGUAGE “VIVA DISNEY” SHOW EXPANDS TO MULTIPLE CITIES

Weekly Syndicated Hour Targets Growing Latino Audience with Music, Games & Information & Leverages the Expertise of ABC Radio Networks & Radio Disney

BURBANK, CA, September 13, 2005 – Viva Disney, an all family, Spanish-language radio program, has launched in weekly syndication to select markets, including several top stations via a recent Entravision agreement. Viva Disney can be heard in 15 cities, including Denver, El Paso, Phoenix, Albuquerque and West Palm Beach, with further expansion planned throughout the year. The show offers a mix of request-driven music, interactive games and useful tips on fun activities, parenting and other topics.

Entravision Communications Corporation radio stations such as Denver’s KMXA AM 1090, El Paso’s KSVE AM 1150, Phoenix’s KMIA AM 710, Albuquerque’s KRZY AM 1450 and West Palm Beach’s “La Gigante” WJNX AM 1330, are currently carrying Viva Disney. A choice of two formats is being offered, either Latin Pop or Modern Mexican, depending upon regional preferences. A sampling of popular artists to be featured on Viva Disney includes Miguel Martinez, Mariana, the Kumbia Kings, Alejandro Fernandez, Ana Gabriel and Luis Miguel.

Viva Disney’s programming resonates with the Latino community, which makes up almost a quarter of the United States total population and, as a group, listens to radio twice as much as other groups^{1,2}. Research also shows that ethnic radio DJs and personalities have a strong connection with their audience. Listeners tend to embrace and accept what they hear on air³. Viva Disney’s fresh programming will appeal to Latino moms and their families by providing music they can enjoy together.

“Backed by the extensive programming expertise of Radio Disney and ABC Radio Networks, Viva Disney is designed to appeal to the varied musical tastes and interests of today’s Latino radio audiences,” said Jean-Paul Colaco, President and General Manager, Radio Disney. “We look forward to providing the magic of Disney to Spanish-speaking families everywhere.”

Oscar Ramos, Director of Hispanic Operations/General Manager ABC Radio International, ESPN Deportes Radio added: “Viva Disney is the latest step forward in the expansion of ABC Radio Networks’ programming to Latino radio audiences nationwide. It represents an exciting new programming choice for Latino families, as well as an attractive new advertising environment to reach them.”

Viva Disney's programming offers two ways for families to participate and join in the fun. Listeners can call in via a toll-free number (877-848-2077) or go online to VivaDisney.com to request music, play games and win Disney prizes.

About Radio Disney

Celebrating 10 years on the airwaves, Radio Disney has become the number one destination for kids, tweens and families on the radio. Radio Disney has full national coverage in the U.S. through 50 plus terrestrial stations, XM and Sirius satellite radio (channel 115), digital cable (MUSIC CHOICE), XM/DIRECTV (channel 867) and via streaming on RadioDisney.com. Radio Disney is a 24/7 family-friendly network that offers hit music, inspired programming and superstar promotions. Radio Disney has won the "Silver Angel Award for Excellence in Programming"; *iParenting's* "Media Excellence Award"; *Radio Ink's* "Reader's Choice Award" for Best Full Time Format; and *Media Industry Newsletter's* Integrated Marketing Award. The Radio Disney brand extends beyond terrestrial radio with the successful *Radio Disney Jams* CDs; the *RADIO DISNEY NOW!* podcast available on iTunes, <http://RadioDisney.com> and Yahoo.com; a branded section in Apple's iTunes store and a 24/7, dedicated on-demand music channel on Verizon/VOD. In addition, Radio Disney can be heard internationally and is currently available in the United Kingdom, Japan, and most of South America.

About ABC Radio Networks

ABC Radio Networks has nearly 4,600 affiliate radio stations reaching 116 million people age 12 and over each week. Programs and services include ABC News Radio, *Paul Harvey News and Comment*, *The Sean Hannity Show*, *Satellite Sisters*, *The Tom Joyner Morning Show*, *The Doug Banks Morning Show*, *MoneyTalk with Bob Brinker*, *The Larry Elder Show*, *American Country Countdown with Bob Kingsley*, *The Dan Patrick Show*, *The Michael Baisden Show*, *Dick Bartley's Rock & Roll's Greatest Hits*, *The John Batchelor Show*, *Saturday Night at the 80s*, *Renán Almendárez Coello-El Cucuy de la Mañana*, *El Vacilón de la Mañana with Luis Jimenez and Moonshadow* and *El Vacilón de la Mañana with Enrique Santos and Joe Ferrero*. Other ABC broadcast services include ABC Sports Radio, Radio Disney, ESPN Radio, syndicated music and talk programs including *Flashback*, format-specific *ePREP* and production libraries, and eleven 24-Hour Formats, including *Scott Shannon's True Oldies Channel*.

1. *Hispanic Fact Pack* 2004 edition, Crain Communications, Data from U.S. Census Bureau
2. 2004 Market Segment Research
3. *The Emerging Majorities*, EPM Communications