

MEDIA VISTA GROUP AND D'LATINOS AL DIA

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

\$15,000 Giveaway Promotion Celebrates *D'Latinos al Dia's* 10th Anniversary

(Naples, FL) – A \$15,000 giveaway promotion is set to celebrate the 10th anniversary of the *D'Latinos al Dia*, the first Hispanic television program in Southwest Florida.

The Hispanic television program, produced by Media Vista Group, airs on Azteca America SWFL owned by the group also on Comcast channel 611 and 231 and on channel 14 on DirectTV and Dish Network.

D'Latinos al Dia's producers have packed every show with fun trivia and giveaways for a month-long celebration, and now this year viewers may take advantage of **a multi-media platform in order to qualify for the anniversary celebration's grand prize, a seven day Royal Caribbean cruise sponsored by Preferred Travel of Naples.**

"It is hard to believe we have been on the air for 10 years informing and entertaining with high quality production we feel so blessed to offer local media support to promote the strong Hispanic community and Southwest Florida businesses," said *D'Latinos al Dia* Main Host Mayela Rosales.

D'Latinos al Dia's producers along with Mayela Rosales and co-host Carlos Zapata continue developing new and fresh segments in the show to promote local content and strong presence in the social media this year. For 10 years, the show has sponsored numerous community events and social efforts in areas such as East Naples, Fort Myers, Immokalee among other cities within the 5 counties and continues to help loyal viewers with this year's anniversary celebration giveaway promotion.

To qualify for the Royal Caribbean Cruise and other prizes, viewers may sign up online at www.dlatinos.tv/aniversario or by liking the show on <http://www.facebook.com/dlatinosaldia> or may qualify by following the TV program on Twitter at <http://twitter.com/DlatinosTv>. Viewers may also call in to the 24/7 contest line (239) 200-1301.

The anniversary celebration includes daily and weekly giveaways in addition to the grand prize. The final celebration will end on Friday, August 31, 2012 with the grand prize drawing and announcement of winners.

About Media Vista

In August, 2002, Orlando and Mayela Rosales created *D'Latinos al Dia*, a Hispanic television magazine program, which has grown into a multi platform media empire. In November 2003, the company launched *D'Latinos Magazine*, a free Southwest Florida Hispanic lifestyle publication, along

with the news Spanish portal www.dlatinos.tv Orlando Rosales serves as chairman for the Media Vista Group, the parent company of *D'Latinos al Dia*, and in 2006 the company expanded to 24 hours of programming as the affiliate of Azteca America (WANA) for Southwest Florida, which has joined the Comcast digital lineup on Channels 611 and 231. In 2007-2008, Azteca America SWFL became available on DirectTV and Dish Network on channel 14 with the expansion of the station's coverage to all 5 counties in Southwest Florida.

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