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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Lee County Commissioners Recognize D'Latinos al Dia TV Program

(Naples, FL) – The Lee County Commission has issued a proclamation recognizing the work of Mayela and Orlando Rosales and their hard work to develop quality Spanish television programming.

The proclamation issued at the Tuesday, Sept. 25, 2012 commission meeting proclaims the *D'Latinos al Dia* television program as the longest running, local Spanish language TV show.

Produced by Media Vista Group, *D'Latinos al Dia* is a daily news and lifestyle program currently airing on the Azteca America television station as well as Comcast channel 611 and 231 and channel 14 on DirectTV and Dish Network.

Media Vista Group owns both the television program and Azteca America Television, the fastest growing and third largest Spanish language network in the United States.

D'Latinos al Dia celebrated its 10th anniversary during the month of August on air with viewers including a \$15,000 giveaway that included a seven day Royal Caribbean.

"This year is such a proud year for all of us at *D'Latinos al Dia*, especially for my husband and I who immigrated in 1996 from Venezuela with nothing and worked diligently to provide quality programming for Southwest Florida's Spanish speaking population," said *D'Latinos al Dia* Host and Azteca America SWFL Vice President Mayela Rosales.

Over the course of the past 10 years, the *D'Latinos al Dia* team has sponsored numerous community events and social efforts in areas such as East Naples, Fort Myers, Immokalee among other cities within the 5 counties.

Remaining committed to their promise to serve the Southwest Florida community, Mayela and Orlando Rosales have committed on behalf of the Media Vista Group to sponsor and co-host an upcoming fundraiser, ***Fashion for Her***, which will benefit Making Strides Against Breast Cancer. The event will be held on Thursday, Sept. 27, 5:30 p.m. to 7:30 p.m., at the Naples Ritz-Carlton Golf Resort with event partner Fifth Third Bank.

Tickets to the Fashion for Her event are still available for \$75 and may be purchased online at <http://dlatinos.tv/fashion>.

"I look forward to deepening our roots even further in Southwest Florida, and thank all of our viewers for their continued support," said Media Vista Group President Orlando Rosales.

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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