



FOR IMMEDIATE RELEASE

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“CLUB CONTIGO”, THE NEWEST ADDITION TO WWW.KBNT.COM

San Diego, CA – On October 30th, 2008, Univision KBNT 17 launched its new online rewards program, **Club Contigo**. Club Contigo is a comprehensive, integrated on air, online, on location, on-the-go marketing and research strategy – designed to attract viewers, engage them on multiple levels and maintain a long-term, close, personal and interactive relationship with them. Like an airline frequent flier program, viewers earn credits through multiple levels of engagement with our station’s programming, website and events. Members use those credits for a variety of opportunities, rewards, deals and exclusive benefits.

To launch our program we are giving away \$25,000 to a San Diego resident. On January 5th, 2009, during Despierta San Diego, we will announce the name of the person whose telephone number was chosen at random. If that person happens to be a member of the **Club Contigo**, they will instantly win \$25,000. All that people have to do to enter to win is go to www.kbnt.com **before December 31st, 2008**, click on the “**Club Contigo**” tab and fill out all requested information in order to become a member of **Club Contigo**.

Viewers will have many different ways to earn points. Every day, Monday thru Friday, during Despierta San Diego and our 6pm and 11pm local news we will announce the word of the day, which can be entered into “**trivia**” in order to earn points. Members can also answer our surveys or refer friends in order to be rewarded. The more members participate, the more points they will get and the more chances they will have to earn prizes.

Joining is free and easy, viewers just visit www.kbnt.com and click on the “**Club Contigo**” tab to fill out all the personal information and start earning points.

Entravision Communications Corporation is a diversified Spanish-language media company utilizing a combination of television and radio operations to reach approximately 80% of Hispanic consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision’s TeleFutura network, with television stations in 20 of the nation’s top 50 Hispanic markets. The company also operates one of the nation’s largest centrally programmed Spanish-language radio networks, which serves 19 markets via 48 owned and/or operated radio stations. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC

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