NEWS RELEASE

# Entravision Announces Launch of New Morning Radio Program ‘El Show del Raton’

2021-10-18

SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Entravision Communications Corporation** (NYSE: EVC), a leading global media and marketing technology company, announced the launch of its newest morning radio program ‘El Show del Raton’. Bringing high energy and entertainment to the Hispanic community, Martin Alfonso Romero, ‘El Raton’, alongside co-host Liz Ramos, ‘La Pitaya’, and show producer Jacob Argueta, ‘El Pinolillo’, bring relevant, upbeat and humorous programming to the AM listening community. Listeners can catch this dynamic trio each morning from 5 AM to 10 AM PST on La Tricolor Network and from 6 AM to 10 AM PST on Los Angeles KDLD Viva 103.1 FM, beginning October 18, 2021.

Martin Alfonso Romero, known to his loyal listeners as ‘El Raton’, has 25 years of experience in the radio industry. A native of Puerto Vallarta, Mexico, he has spent the last two decades in the United States bringing his own regional Mexican perspective to his U.S. radio programming. A strong radio voice that can handle all content from music to news and live events, Romero’s goal has always been to bring smiles and entertainment to his listeners. His energy is very well complemented by his co-host, La Pitaya, a single mother who brings a great female perspective to the show.

In addition to the Rata News and Los Balonazos sports segments featuring on-air talent Tony Nuñez, listeners of ‘El Show del Raton’ can expect a wide range of content & comedy, including discussions on topics such as politics and immigration to lighthearted gossip, sports and family issues.

"We are extremely excited to introduce our newest morning radio program to Tricolor Network and Viva 103.1 FM listeners," said Nestor Rocha, Vice President of Audio, Entravision. “Martin Romero’s deep connection with the Hispanic community, together with his long, successful on-air career, are a strong combination that is sure to bring

our listeners more entertainment value."

"I am honored to headline the morning show lineup of La Tricolor Network and KDLD LA," said Martin Romero. "I started my career over two decades ago in my home country of Mexico and upon coming to the United States, it was my goal to create a program that was a combination of humor, energy, freshness and information with the best Mexican regional music. 'El Show del Raton' is just that, and I've been living the dream ever since. I know our listeners will enjoy it."

'El Show del Raton' is available starting today on Viva 103.1 FM as well as multiple radio stations across La Tricolor Network. You can follow 'El Raton' and his co-host 'La Pitaya' on Facebook @elratonradio and on Instagram at @elshowdelraton and @lapitaya1. Listen in on October 25th when 'El Show del Raton' launches the "Doble Trancazo" campaign where listeners can win $1,000 dollars a day in cash prizes.

'El Show del Raton' Tricolor FM Network List:

| Market | Call Letters | Station |
|---|---|---|
| Aspen | KPVW | 107.1 and 104.3 |
| Denver | KXPK | 96.5 |
| El Centro | KMXX | 99.3 |
| El Paso | KYSE | 94.7 |
| Las Vegas | KQRT | 105.1 |
| Lubbock | KAIQ | 95.5 |
| Sacramento | KRCX | 99.9 |
| Monterey-Salinas | KLOK | 99.5 and 99.9 |
| Stockton | KMIX | 100.9 |
| Phoenix | KLNZ | 103.5 |
| Reno | KRNV | 102.1 |

## About Entravision Communications Corporation

Entravision is a diversified global media, marketing and technology company serving clients throughout the United States and in fast growing population centers in more than 30 countries across Latin America, Europe and Asia. Our dynamic portfolio of services includes digital, television and radio offerings. Digital, our largest revenue segment, is comprised of four core businesses: Entravision Digital, Smadex, Cisneros Interactive and MediaDonuts. Entravision Digital provides branding and performance digital solutions to clients and small- and mid-size businesses throughout the world, including the U.S., Latin America and Europe. Smadex provides cutting-edge mobile programmatic solutions and demand-side platforms which enable advertisers to effectively execute performance campaigns using machine-learned bidding algorithms. Cisneros Interactive provides unique digital marketing solutions representing major global publishers and ad-tech platforms in Latin America, while also managing the leading digital audio network and solutions player Audio.Ad. MediaDonuts provides digital marketing performance and branding services in the Southeast Asia region and maintains unique commercial partnerships with some of

the world's leading digital publishers and social media platforms. Beyond the digital space, Entravision has 54 television stations and is the largest affiliate group of the Univision and UniMás television networks. Entravision also manages 47 primarily Spanish-language radio stations that feature nationally recognized, Emmy award-winning talent. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about all of our innovative media, marketing and technology offerings at **entravision.com** or connect with us on social on **LinkedIn** and **Facebook**.

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Source: Entravision Communications Corporation