NEWS RELEASE

Entravision Announces the Appointment of Juan Saldívar as Chief Digital, Strategy and Accountability Officer

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Entravision Communications Corporation** (NYSE: EVC), a leading global media and marketing technology company, today announced the appointment of Juan Saldívar as its new Chief Digital, Strategy and Accountability Officer. In his new role, Mr. Saldívar will be responsible for overseeing Entravision's digital business units, corporate strategy and business development and overall business unit reporting and accountability.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20201109005233/en/

Juan Saldívar, Chief Digital, Strategy and Accountability Officer
(Source: Entravision Communications Corporation)

A current consultant to Entravision, and a member of its Board of Directors since May of 2014, Mr. Saldívar has been an integral part of the company's efforts to expand its portfolio of exceptional digital assets with creative and programmatic capabilities that meet its global clients' needs. Notably, Mr. Saldívar played a prominent role in the company's recent majority investment in Cisneros Interactive, a transaction that has positioned Entravision to become one of the largest premier digital advertising companies serving the U.S. Hispanic and Latin American markets in over 21 countries.

"We are very excited to welcome Juan to our executive team and to gain access to his expertise on a full-time basis," said Walter F. Ulloa, Chairman and Chief Executive Officer of Entravision. "As we continue to enhance and grow our digital business, transformation strategy and digital identity, Juan's appointment will be instrumental. As Juan has consulted with Entravision for a number of years, I fully expect a seamless transition into his new role."

“Following several years on Entravision’s Board of Directors, I am honored to now have the opportunity to join the executive management team,” said Juan Saldívar. “I am looking forward to leveraging my skillset and that of my fellow Entravision colleagues to continue the expansion of Entravision’s business, culture and growth within a digitally connected world.”

Mr. Saldívar is the founder and CEO of SWS Consulting, a leading advisory firm that counsels clients in the marketing, media, entertainment, talent and technology industries. He has over 25 years of experience in the media, marketing, technology, venture capital and e-commerce industries in Mexico, the U.S. and Germany, and has founded or participated in developing several leading ventures, such as **Submarino.com** and **Ingredienta.com** in Mexico and Rise Capital, a leading emerging markets venture fund based out of San Francisco, CA.

Prior to SWS Consulting, Mr. Saldívar worked at two of the most successful global media, information and entertainment companies. He served as General Manager at Televisa Interactive Media, part of Grupo Televisa, the largest Hispanic media company in the world, where he was responsible for the strategy, operations and overall entertainment, information and sports digital presence for the company. He also worked in business development at the Bertelsmann Group, one of the world’s largest media conglomerates headquartered in Germany, where he later became CEO of the company’s Mexican publishing house. Mr. Saldívar holds a degree in economics from the Instituto Tecnológico Autónomo de México and an MBA from the IESE Business School in Spain. In this new role, he will continue to hold his position on Entravision’s Board of Directors.

Forward Looking Statements

This press release contains certain forward-looking statements. These forward-looking statements, which are included in accordance with the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, may involve known and unknown risks, uncertainties and other factors that may cause Entravision's actual results and performance in future periods to be materially different from any future results or performance suggested by the forward-looking statements in this press release. Although Entravision believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that actual results will not differ materially from these expectations, and Entravision disclaims any duty to update any forward-looking statements made by the company. From time to time, these risks, uncertainties and other factors are discussed in Entravision's filings with the Securities and Exchange Commission.

About Entravision Communications Corporation

Entravision is a diversified global marketing, technology, and media company serving clients throughout the United States and in more than 20 countries across Latin America, Europe, and Asia. Our dynamic portfolio of services

includes cutting-edge, proprietary marketing technologies and platforms, along with leading media and marketing audience-centric assets in the U.S., including 54 television stations and 48 Spanish-language radio stations that feature nationally recognized, award-winning talent. Entravision is the largest affiliate group of the Univision and UniMás television networks. In addition to broadcast, we offer mobile programmatic solutions and demand-side platforms, which allow advertisers to execute performance campaigns using machine-learned bidding algorithms to identify the ideal combination of creative assets, audience targeting and pricing. Shares of Entravision Class A Common Stock trade on The New York Stock Exchange under the ticker symbol: EVC. Learn more about all of our marketing, media, and technology offerings at **entravision.com** or connect with us on **LinkedIn** and **Facebook**.

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