

# Entravision Inaugurates State-of-the-Art News Facility in Las Vegas

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Further Reinforces Entravision's Commitment to Nevada's Latino Community.

Follows Entravision's recent investment that more than doubled local news programming in the U.S.

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision Communications Corporation (NYSE: EVC), a leading global advertising solutions, media and technology company, proudly announced the opening of its new state-of-the-art news facility in Las Vegas. This milestone underscores the Company's three decade commitment of empowering the Latino community through trusted news and resources.

Senator Jacky Rosen with Chris Jordan SVP, Entravision Las Vegas, Michael Christenson, CEO Entravision, and Jeff Liberman, President and COO, Entravision (Photo: Business Wire)

Latinos account for 30% of the state's population making Nevada a pivotal market for

Entravision in its mission to amplify Latino voices.[1]

"The inauguration of the Las Vegas news facility marks a significant achievement accompanied by the recruitment of nearly 40 incredibly talented individuals, further bolstering our teams," said Jeffery Liberman, President and Chief Operating Officer of Entravision. "As a civically engaged community, Latinos transcend partisan lines, with 43% of voters identifying as independent or other in both Las Vegas and the state[3]. Failing to engage with Latinos overlooks a crucial and decisive political group in this year's election."

With Latinos constituting 22% of the electorate in Nevada[2], Entravision's expansion in Las Vegas, Reno, and Carson City carries profound significance particularly this critical election year.

United States Senator Jacky Rosen, United States Senator Catherine Cortez Masto, Nevada Lt Governor Stavros Anthony, and Peter Guzman from the Latin Chamber of Commerce Nevada expressed their support at the event.

"Entravision has the important responsibility of keeping Nevada's Latino community informed about what is happening in our state," said Senator Rosen. "I was proud to join Entravision to celebrate the ribbon cutting of their new studio in Las Vegas, and to honor the critical work they do to keep Nevadans engaged in their communities every day."

"If you are running for elected office and not investing in the Hispanic media, you won't win and if you are a Small Business and not investing in the Hispanic media, you are not growing, that is why I am here for this incredible celebration of Entravision's investment into our community," said Peter Guzman, President of the Latin Chamber of Commerce.

Entravision's locally produced "Noticias Nevada" ranks number one in Las Vegas, regardless of language[4]. In addition to its early evening and late news, Entravision added morning, midday, and weekend newscasts. With additional news programming and expanded news staff, "Noticias Nevada" is the information lifeline to the Latino community.

## About Entravision

Entravision (NYSE: EVC) is a global advertising solutions, media and technology company. Over the past three decades, we have strategically evolved into a digital powerhouse, expertly connecting brands to consumers in the U.S., Latin America, Europe, Asia, and Africa. Our digital segment, the Company's largest by revenue, offers a full suite of end-to-end advertising services. We have commercial partnerships with Meta, X Corp. (formerly known as Twitter), TikTok, and Spotify, and marketers can use our Smadex and other platforms to deliver targeted advertising to audiences around the globe. In the U.S., we maintain a diversified portfolio of television and radio stations that target Hispanic audiences and complement our global digital services. Entravision remains the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about our offerings at [entravision.com](https://www.entravision.com) or connect with us on [LinkedIn](#) and [Facebook](#).

Source: [1] Claritas, American Marketscape DataStream™ 2023 Series, Nevada Hispanic / Total Population; [2] Pew Research Center, Key Facts About Hispanic Eligible Voters in 2024, published 1/10/2024 – eligible voter (citizens 18+) data based on Pew Research Center projections for Nov 1 2024, 2022 American Community Survey; [3] L2 Registered Voter File, Retrieved May 2023; [4] Nielsen ViP, January 2024 (1/4/24-1/31/24); Live+SD; M-F 6p-6:30p & M-F 11p-11:30p, program average impressions. KINC-UNI comparison vs. head-to-head local news competitors.

Excludes holiday telecasts and those that aired outside the usual time period. A18-49 and A25-54 (early), A18-49 (late).

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Source: Entravision Communications Corporation