NEWS RELEASE

Entravision Launches La Suavecita Radio on KSSE-FM in Los Angeles

2017-01-04

LOS ANGELES, Jan. 4, 2017 /PRNewswire/ -- **Entravision Communications Corporation** (NYSE: EVC), a diversified media company serving Latino audiences and communities, today announced the official launch of its new radio format in Los Angeles, La Suavecita.

La Suavecita is a regional Mexican format focused on playing a mix of Grupero and Cumbia music from the '80s and '90s. Airing on radio station KSSE-FM 107.1 with the slogan, "Con Todas Tus Favoritas," this new music blend of AC Regional Mexican brings a unique signature sound to the market.

"Entravision is excited to have launched La Suavecita and to bring this new regional format to our dedicated listeners," said Jaime Jiménez, Entravision's Senior Vice President for the Los Angeles market. "Los Angeles remains the number one Hispanic radio market and we are proud to be the first Spanish-language station here to play this music full-time, adapting to the current listening preferences of the Latino audience."

Entravision has tapped their best on-air personalities, who have been specifically chosen to align with this new music movement. Wake up every day with El Show dePiolínbetween 6am and 10am, followed by local favorite Mayra Berenice during the mid-day hours and wind it all down in the afternoon drive with the LM Show, the only radio entertainment celebrity gossip show on-air and online.

"We are excited to introduce a brand-new format to our listeners and continue to show them why we are the best in radio programming," said Nestor Rocha, Entravision's Director of Programming. "We know that our fans will continue to give the same love and support to La Suavecita that they showed to Super Estrella for the past two decades."

The station's previous format, Super Estrella, will continue to live on through a digital platform. Fans can visit the new **www.superestrella.com** website which will maintain the 19-year heritage of listeners' favorite Super Estrella music in four different and unique versions.

About Entravision Communications Corporation

Entravision Communications Corporation is a leading media company that reaches and engages U.S. Latinos across acculturation levels and media channels, as well as consumers in Mexico. The company's comprehensive portfolio incorporates integrated media and marketing solutions comprised of acclaimed television, radio, digital properties, events, and data analytics services. Entravision has 56 primary television stations and is the largest affiliate group of both the Univision and UniMás television networks. Entravision also owns and operates 49 primarily Spanish-language radio stations featuring nationally recognized talent, as well as the Entravision Audio Network and Entravision Solutions, a coast-to-coast national spot and network sales and marketing organization representing Entravision's owned and operated, as well as its affiliate partner, radio stations. According to comScore Media Metrix®, Entravision's digital operating group, Pulpo, is the #1-ranked online advertising platform in Hispanic reach, and Pulpo's comprehensive media offering, data, and consumer insights lead the industry. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC. **www.entravision.com**.

To view the original version on PR Newswire, visit:**http://www.prnewswire.com/news-releases/entravision-launches-la-suavecita-radio-on-ksse-fm-in-los-angeles-300385331.html**

SOURCE Entravision Communications Corporation