NEWS RELEASE

Entravision Promotes Deborah Flores to Senior Vice President of Integrated Marketing Solutions for the Rio Grande Valley, TX

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Entravision Communications Corporation** (NYSE: EVC), a leading global media and marketing technology company, announced today the promotion of Deborah Flores to Senior Vice President of Integrated Marketing Solutions, effective immediately. Ms. Flores is based in McAllen, Texas and reports to Eddie Melendez, President of Local Media for Entravision.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20211115005198/en/

Debbie Flores, Senior Vice President of Integrated Marketing Solutions. (Photo: Business Wire)

"We are thrilled to announce Debbie Flores as the new Senior Vice President of Entravision's South Texas media cluster. Debbie has the experience, relationships and leadership qualities needed to take our team to the next level," said Eddie Melendez, President of Local Media for Entravision. "Born and raised in South Texas, Debbie brings more than 35 years of media sales experience (both General Market and Spanish) to lead revenue growth in McAllen," he added.

Over the past three decades, Ms. Flores has developed a strong track record in sales. Her career has spanned both broadcast and print, beginning as an account executive for Freedom Newspaper, followed by a sales executive position at CableTime TV and ultimately as the General Sales Manager for Communications Corporation of America, KVEO NBC 23 before originally joining Entravision in the Rio Grande Valley in 2009 to lead sales and operations for five television and four radio properties in English and Spanish. Following her time at Entravision, Ms. Flores was

the local sales manager at KRGV-TV in Weslaco and McAllen, Texas and helped launch the newest bilingual television station in the Rio Grande Valley called Somos El Valle. In March 2020, Ms. Flores returned to Entravision as Vice President of Integrated Marketing Solutions overseeing local and national sales.

“I am honored to be promoted to Senior Vice President and for the opportunity to lead this remarkable team of professionals to continued success in South Texas,” said Deborah Flores. “I first joined the Entravision family more than 12 years ago, and having left and returned, I can truly say that this is where I see my career continuing to thrive. I am very thankful for this opportunity.”

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, Asia and Africa. Our dynamic portfolio of services includes digital, television and radio offerings. Digital, our largest revenue segment, is comprised of five core businesses: Entravision Digital, Smadex, Entravision-Cisneros Interactive, MediaDonuts, and 365 Digital. 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. Entravision-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. 365 Digital is a digital advertising solutions provider that offers exclusive sales representations with major global platforms in South Africa. Beyond digital, Entravision has 53 television stations and is the largest affiliate group of the Univision and UniMás television networks. Entravision also manages 46 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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Kimberly Esterkin
Addo Investor Relations
evc@addo.com
310-829-5400

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