

## Entravision Welcomes 'Omar y Argelia' to Jose 97.5 FM and 107.1 FM in Los Angeles

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Beloved Dynamic Duo to Debut New Show on January 6, 2025

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision Communications Corporation announces the addition of **Omar y Argelia**, one of the most beloved and dynamic duos in Spanish-language radio, to its Los Angeles station line-up. Beginning January 6, 2025, fans can tune in to their highly anticipated show exclusively on Jose 97.5 FM & 107.1 FM weekdays from 9:00 AM to 12:00 PM. With a perfect balance of laughter, warmth and authenticity, the show stands out by connecting with the Latino community in a way that is both entertaining and true of the rich cultural traditions of their audience.

Omar y Argelia join Entravision's 97.5 FM and 107.1 FM (Photo: Business Wire)

Omar Velasco and Argelia Atilano, affectionately known as Omar y Argelia, have built a remarkable and proven legacy over two decades

as trusted voices in Latino households. Their dynamic as a married couple allows them to share personal stories, cultural nuances and everyday experiences that reflect the essence of Latino family life. Their unique chemistry, relatable storytelling, and commitment to celebrating Latino culture have made them household names, earning numerous accolades and the hearts of a very loyal following.

"We are thrilled to welcome Omar y Argelia to the Entravision family," said Jeffery Liberman, President and COO of Entravision. "Their positive energy and deep connection to our audience perfectly align with our mission to deliver premium content that resonates with the Latino community in Los Angeles. With Omar y Argelia joining our programming lineup on Jose 97.5 FM & 107.1 FM, we're delivering on our commitment to providing the best in live & local Spanish-language entertainment in Los Angeles."

The addition of Omar y Argelia underscores Entravision's focus on elevating listener experiences while delivering compelling opportunities for advertisers to connect with the highly engaged Los Angeles Latino market. "I'm excited to collaborate with Omar y Argelia to enhance their show's value, foster local interest, and create a space where millions of listeners can tune in and hear trusted voices," said Nestor Rocha, VP of Audio & Talent at Entravision.

Omar y Argelia also expressed their excitement about this new chapter, adding: "We are thrilled to take our brand to the next level where we can connect with our fans & followers in a more direct and personal manner. It's an honor to be part of the Entravision family and we are overjoyed to share our energy and love for radio with everyone on January 6th."

## About Entravision Communications Corporation

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we maintain a diversified portfolio of television and radio stations and digital advertising services that target Latino audiences. Our advertising technology business consists of Smadex, our programmatic ad purchasing platform, and Adwake, our mobile growth solutions business. 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](#).

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