



NEWS RELEASE

Pulpo Launches New Brand Focused On Three-Core Digital Services: Media, Custom Solutions And Engaging Content

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SANTA MONICA, Calif., March 18, 2019 /PRNewswire/ -- **Pulpo**, an **Entravision Communications Corporation** (NYSE: EVC) company, today announced new branding that more intuitively conveys its full suite of digital offerings and its ability to provide, a one-stop-shop for all Latino digital marketing needs. The branding includes a revitalized contemporary logo, a position-focused tagline stating, "Your source for Latino fans," and a clear and distinct depiction of its three-core service and product offerings that are Pulpo Media, Pulpo Solutions, and Pulpo Engage. Pulpo, comScore and Ad Age's #1 Ranked Hispanic Ad Focused Network, has expanded and innovated its offering since its founding in 2008 to become an integrated digital solutions company with an expansive offering that allows brands to connect with Latinos.

"Pulpo was born ten years ago as an ad network with a strong data-driven foundation. As Pulpo integrated with Entravision, it evolved to provide brands and advertisers comprehensive digital offerings across a wide range of environments, while continuing its focus on innovative technology and advanced data integration," said Solange Curutchet, Executive Vice President for Pulpo. "Today, we are an integrated media company, that provides robust digital marketing and media services. Plus, as part of the Entravision family, we can provide unparalleled opportunities to deliver omnichannel media campaigns to our clients. The new branding better positions Pulpo to more intuitively convey the full suite of digital offerings we bring to the table."

Pulpo understands how to reach Latinos, has the scale to effectively engage them and provides a full range of services designed to achieve business results. The company delivers these services based on a data-centric approach. From the integration of Luminar proprietary behavioral data to exclusive publisher partnership gathering opt-in audience intelligence, Pulpo provides precision audience reach that reduces waste and improves clients'

return on investment.

The company's three core offerings are:

Pulpo Media engages audiences across the full digital spectrum, including; web, mobile, video, and connected TV. Under the Media banner, Pulpo is also rolling out Podcast and audio offerings in the coming weeks.

Pulpo Solutions focuses on custom digital marketing solutions. These services account for a significant portion of the business today and serve as a one-stop-shop for digital marketers seeking to drive awareness, convert customers, and drive growth results.

Pulpo Engage is all about engaging customers through content. We leverage our owned and operated content properties, personalities, influencer, and content partners to deliver audience engagement through compelling content experiences.

The Pulpo Difference

Pulpo connects leading advertisers and brands with Hispanic consumers through end-to-end digital solutions. Ranked #1 by comScore and Ad Age, the company delivers the most extensive Hispanic audience reach in the US. With over 100-strong employees, 2000+ brands rely on Pulpo to provide integrated digital campaigns. Pulpo's offerings encompass three core service areas: paid media, custom digital solutions and impactful content, designed to engage relevant audiences. Founded in 2008, Pulpo is headquartered in Santa Monica, CA and is an Entravision Communications Corporation (NYSE: EVC) company. For more information visit www.pulpo.com.

About Entravision Communications Corporation

Entravision is a diversified global media, advertising technology and data analytics company that reaches and engages Latino consumers in the U.S. and other markets primarily including Mexico, Latin America and Spain. Entravision's portfolio includes digital media properties and advertising technology platforms that deliver performance-based solutions and data insights, along with 55 television stations and 49 radio stations. Entravision's digital and technology businesses include Headway, a leading global provider of mobile, programmatic, data and performance digital marketing solutions, as well as Pulpo, the top-ranked online advertising platform in connecting businesses with U.S. Latinos. Entravision is the largest affiliate group of both the Univision and UniMás television networks, and its Spanish-language radio stations feature its nationally recognized talent. Entravision also operates Entravision Solutions, a national sales and marketing organization representing over 300 owned and affiliated radio stations, radio networks and digital media platforms, and Headway's audio advertising platform, AudioEngage. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC. Learn more at: www.entravision.com.

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