NEWS RELEASE

Pulpo Media Appoints Laura Willis to Vice President of Digital Sales

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SANTA MONICA, Calif., Oct. 29, 2018 /PRNewswire/ -- **Pulpo Media**, an **Entravision Communications Corporation** (NYSE: EVC) company, today announced the appointment of Laura Willis to Vice President of Digital Sales, effective immediately. Reporting to Solange Curutchet, Ms. Willis will be responsible for managing national sales in the U.S. and will be based in New York.

"Laura has extensive strategic advertising media experience in executive agency and sales roles. Her ability to attract clients and build relationships through her expertise in Hispanic marketing will prove invaluable to Pulpo Media. We are happy to have her re-join the Pulpo team and look forward to benefiting from her leadership," said Solange Curutchet, Executive Vice President at Pulpo Media.

Prior to her appointment, Ms. Willis was Director of Integrated Sales at Meredith/People en Español in New York. Before that, she was Senior Sales Director at Pulpo Media where she leveraged her agency experience to create and sell through customized integrated solutions across the Entravision platform.

"Pulpo is the premier Hispanic ad network that provides exceptional reach and market insights to advertisers. I'm excited to rejoin the Pulpo family and drive awareness of its unique capabilities and platforms that effectively connect advertisers with consumers," said Willis.

The Pulpo Difference

Pulpo is the premier source of US Hispanic inventory across all acculturation levels throughout the digital landscape, ranked #1 by comScore. The company enables advertiser and brands to generate meaningful growth opportunities through impactful digital media products. Pulpo harnesses the power Big Data to deliver hyper-

targeted consumers on a one-on-one and at scale, across devices and platforms. Founded in 2008, Pulpo is an Entravision Communications Corporation (NYSE: EVC) company.

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 Media, 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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