

July , 2011

Dear Partner:

It is with great pleasure that we announce our merger with Hispanic Yellow Pages and with that today a new era its born. Under this new era the creation of Hispanic Media, LLC comes to ensure the continuos growth of a group of publications under the HYP markets, which will include the printing of the Philadelphia – Delaware 2011 book and the South Jersey 2011 book.

The Hispanic Yellow Pages are part now of a group of Hispanic publications serving the entire Philadelphia Metro Market, Delaware Valley and South Jersey markets. Our company, Grupo Bogotá Inc has been in the print media industry for over 17 years. Grupo Bogotá`s three publications reach the second largest Hispanic market in the northeast United States. El Sol Latino Newspaper Philadelphia, El Sol Latino Newspaper Delaware, El Sol Latino Newspaper South Jersey focus on specific segments within the Hispanic community. In combination, they provide a unify market penetration.

In addition, as the official Hispanic newspaper of the major cultural events in the region, we offer an exceptional exposure for our clients at these events. As one the the Philadelphia`s fastest growing companies, Grupo Bogotá Inc is always taken a new projects that can be part of the growth of the hispanic community.

Another one of our initiatives, Latino Connection Series is a mentorships program that provides education toward our business community. Thought our LCS, we have play a major role and helped change people`s lives. In our three years with our series we have had over 24 receptions in three different states reaching and taking the message to a hundreds of attendees.

Eventos El Sol presenta, our marketing and promotion initiative that provides benefits to our clients wanting to reach the Hispanic community in masses. Thought-out eventos El Sol promotions, our street team provides a unique outreach by doing campaigns one to one on the different promotions and events on key areas of the city.

Today, Grupo Bogotá Inc, welcomes Hispanic Media LLC and all of its partners, loyal customers and friends to our family of publications and we want to thank you for being a partner in our endeavors to educate and empower the community we serve.

Our staff stands ready to assist you in any questions or concerns you might have. Please do not hesitate to contact us at anytime.

Gracias !

Ricardo Hurtado
Publisher / CEO

Lina Gómez
Executive Vice-President

Javier Suárez
Former Publisher