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Latino Media Services Launches Second Website of 2008 Bringing Together LMS Participants and Global Product Suppliers

www.latinomediaseservices.com eases ability of suppliers to sell direct to LMS participants. Now www.productosentv.com links suppliers' products with Latino consumers in 20 countries.

June, 2008 (Laguna Hills, California) – Latino Media Services (LMS) has announced the launching of its second new website of 2008, each helping LMS Participants and global product suppliers sell product more efficiently throughout Latin America.

In February, 2008, LMS launched www.latinomediaseservices.com, which has already become the hub of product information for LMS Participants representing 20 countries throughout the region. The site features an online service designed to facilitate the buyer-seller information exchange between LMS Participants and key global product suppliers. The new service, operated through www.latinomediaseservices.com, allows LMS Participants and invited product suppliers to create their own corporate micro-sites, using proprietary software created by LMS.

Product suppliers use their micro-sites to make available a vast amount of product-specific information to the LMS Participants they choose for each product. Suppliers can provide product history, descriptions, configuration, selling recommendations, and shipping and pricing information, and participants can view and download product sales sheets, manufacturing certificates, print and radio ads, trademark documents, call center scripts, instructional booklets, retail packaging, images for catalogs and dozens of product documents (in three languages!). Suppliers can create their sites in as little as 30 minutes and change their site directly and immediately from their own computer at will.

LMS Participants each have a micro-site of their own, with a public area describing their market and their business, including important country statistics and each company's key capabilities. Participant sites also include local press about their companies and their contact information, facilitating suppliers' direct access to many of the top direct response companies in the region. In each Participant's "My Products" area, the participant views the product information from participating suppliers for products for which they have rights. And LMS has recently added a "My Networks" area for LMS participants to view the latest programming information, audience data and press from the 21 Latin cable networks on which LMS Participants air their products.

Many of the top global suppliers serving Latin America are already using the site, including Telebrands, Innova, The Global DR Group, InCloverMarketing, Creative Nations, Glomail and others.



On June 13, LMS launched the www.productosentv.com site (“productsontv.com”) as its consumer-facing website for Latin America. The site launched with 45 products from 24 global suppliers. The site is designed to link Latin American viewers watching LMS long-form and short-form media with the correct country, participant site and web-page for every product LMS airs, in as little as two clicks.

Stan Bruckheim, President of LMS, explains, “LMS’ mission is to bring together global product suppliers and Latin American pan-regional media networks with the LMS Participants. With our new business-to-business and business-to-consumer sites, we feel the LMS Participants are even better positioned to grow their sales and profits. With www.latinomediaservices.com, we’ve made it faster and easier for global suppliers to sell products to the LMS Participants directly, and with www.productosentv.com, we’ve made it faster and easier for consumers to buy those products from the LMS Participants.”

Product suppliers are encouraged to go to the Products Suppliers area of www.latinomediaservices.com and launch a new product micro-sites for each of their products, each in as little as 24 hours. And to view the products LMS currently airs, visit the Nuevos Productos area of www.productosentv.com.

Please feel free to contact Stan directly at the coordinates below.

Contact: Stan Bruckheim
Latino Media Services

23332 Mill Creek Drive, Suite 140
Laguna Hills, CA 92653
949-859-3100 (office)
310-701-2132 (mobile)
stan@latinomediaservices.com