

CANELA MEDIA ANNOUNCES THE PREMIERE OF NEW CANELA AND CINELATINO ORIGINALS IN CO-PRODUCTION WITH HEMISPHERE MEDIA GROUP

The line-up includes the nail-biting drama 'Oscuró Veneno' starring Eduardo Yañez and Candela Márquez available for free on the streaming service Canela.TV

New York - August 1, 2023 - [Canela Media](#), a leading free streaming company, created and led by Latinos, committed to redefining digital media experiences for the Latino community through its content and technology, announces the premiere of new original films from Canela and Cinelatino in co-production with Hemisphere Media Group available on the streaming service, [Canela.TV](#). These originals include the intense thriller 'Oscuró Veneno'; as well as the captivating romantic comedy 'Por Amor al Money'; as well as other star-studded movies that you don't want to miss.

Featuring beloved Latino stars such as Eduardo Yañez, Candela Márquez, Cristián de la Fuente, and Alejandra Espinoza, these high-quality Spanish-language titles are another prime example of Canela Media's consistent delivery of content with celebrities that fans want to see.

"We are excited to announce the premiere of the co-produced original films available on Canela.TV, marking our first milestone in our partnership with Hemisphere Media Group, Inc. Engaging films like 'Oscuró Veneno' and 'Por Amor al Money' which feature renowned Latinos in the industry, embody our commitment to create entertaining premium content through a fresh new lens," shared Isabel Rafferty Zavala, Founder and CEO of Canela Media.

"We're thrilled to premiere these original films on Canela.TV. We applaud Canela Media for the initiative to showcase talented Hispanic filmmakers and talent who bring to life contemporary stories, super-serving Spanish-language film lovers," said Jim McNamara, Vice Chairman, Hemisphere Media Group, Inc.

These original films set the stage for an expansive collection and are available on Canela.TV. Download the app and watch it for free.

About Canela Media

Canela Media is a leading, certified minority-owned technology driven media company offering brands a complete ecosystem to connect with multicultural audiences starting with its free streaming platform service, Canela.TV, enriching the new generation of U.S. Latinos with free access to unique, culturally relevant content which includes a unique blend of music programming through Canela Music featuring emerging and established Latino artists, Spanish-language Children's content through Canela Kids and sports content through Canela Deportes.

As part of Canela Media's proprietary data solution offering, Canela Connect is centered on an OTT first approach that helps identify U.S. Hispanic audiences in English and Spanish language OTT platforms providing unprecedented OTT scale for advertisers to reach U.S. Hispanics. Moreover, Canela Media's

large scale in premium Spanish-language sites, combined with the company's proprietary data, provides in-depth knowledge and understanding of how to establish meaningful and culturally relevant connections with the new mainstream Hispanics across the U.S. and Latin America.

For more information, please visit <http://www.CanelaMedia.com>.

About Hemisphere Media Group

Hemisphere Media Group, Inc. is the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets with industry-leading television networks and popular digital content offerings. Headquartered in Miami, Florida, Hemisphere owns and operates WAPA TV, the leading broadcast television network, and the preeminent local content producer in Puerto Rico, five leading U.S. Hispanic cable networks, two Latin American cable networks, and an international content distribution company.