



HEMISPHERE MEDIA GROUP EXPANDS DISTRIBUTION OF CENTROAMÉRICATV ON DIRECTV®

The network will now be part of the Más Latino™ package, joining sister networks Pasiones and WAPA América.

Miami, FL – April 3, 2023 – Hemisphere Media Group, Inc. (“Hemisphere”), the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets, has reached an agreement to expand distribution of CentroAméricaTV, the first channel entirely dedicated to the Central American community in the United States. Beginning on April 4, the network will be available on DIRECTV’s Spanish-language package *Más Latino™*. CentroAméricaTV joins sister networks Pasiones, the leading channel for multicultural telenovelas, and WAPA América, the continental U.S. cable network of WAPA Televisión, Puerto Rico’s #1 broadcast network, both of which were already distributed as part of the *Más Latino™* lineup.

CentroAméricaTV was already part of DIRECTV’s *Óptimo Más™* package, channel 428, along with Hemisphere’s Spanish-language films channel Cinelatino (channel 423), Pasiones (channel 444), and WAPA América (channel 414).

“Our Spanish-language networks offer our viewers a vital link to their respective communities, helping maintain a connection to their culture and roots. There are over 6MM Central Americans living in the U.S., and are the fastest-growing U.S. Hispanic community. We’re grateful to our partners at DIRECTV for their commitment to the Hispanic community and for recognizing the value CentroAméricaTV and its sister networks bring to their subscribers,” said Francisco Giménez, Chief Operations Officer, Digital and Cable Networks of Hemisphere Media Group.

For almost two decades, CentroAméricaTV has been a staple for the U.S.-based Central American community, the third largest segment in the U.S. Hispanic demo behind Mexicans and Puerto Ricans featuring the most popular news, entertainment, and soccer programming from Central América, and is the exclusive home of the First Division soccer leagues from El Salvador, Honduras, and Costa Rica.

For more information, viewers may visit www.centroamericatv.tv.

About Hemisphere Media Group, Inc.: 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.

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