



HEMISPHERE MEDIA GROUP SIGNS A CO-PRODUCTION DEAL WITH CANELA MEDIA

The multi-year deal includes first-window premieres for 5 Cinelatino Originals.

Miami, FL – May 19, 2023 – Hemisphere Media Group, Inc. (“Hemisphere”), 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, has signed a multi-year partnership with Canela Media to co-produce originals films in 2023 and 2024. Canela Media is the leading female and minority-owned technology-driven company committed to redefining digital media experiences for the Latino community, and this co-production and distribution agreement kicks off with the release of 5 films currently in post-production that will debut exclusively on Canela.TV AVOD and FAST channels this summer.

Hemisphere has a long history as producers of best-in-class, high-performing titles that Hispanic viewers prefer. Hemisphere’s original productions, under the banner of Cinelatino Originals, were developed to meet viewers’ demand, with proven performance time and again in both the premium linear movie channel, Cinelatino, and OTT platforms. In fact, the demand has been so significant and the catalog so expansive that Hemisphere launched movie FAST channel **TODOCINE** to leverage that premium content library, with Canela Media being the first platform to incorporate the channel into their Canela.TV offering.

“We’re very excited to partner with Canela Media once again to bring new, original Spanish-language content to their platform. As content producers and curators, we are very pleased with the initial film slate, which is comprised of 5 varied titles, including a romantic comedy, a spy thriller, a dramedy about love and self-discovery, and two dramas based on hit songs from Alfredo Ríos “El Komander,” and Banda el Recodo. We’re looking forward to finalizing development of additional titles featuring more of the themes, stories, and stars that our viewers prefer,” said Jim McNamara, Vice Chairman of Hemisphere Media Group, Inc. “Our commitment to bringing Hispanic viewers premium film content in their language, with stories that resonate with their experiences, and featuring the stars they love, aligns with Canela’s goals. We’re proud to work with their team led by Isabel Rafferty.”

The first batch of titles to be released include:

Por Amor al Money

This romantic comedy features an all-star ensemble led by Cristián de la Fuente, Alejandra Espinoza, Erika de la Rosa, Armando Hernández, Armando Araiza, Guillermo Quintanilla, and Maribel Fernández “La Pelangocha,” follows hotel manager Santiago who is dumped by his fiancé, fired from his job, evicted from his home, and framed as a drug trafficker only to discover that behind his bad luck is an enemy seeking revenge and power.

Oscuro Veneno

From the creators of *La Seductora* comes this new story following Helena’s new undercover mission as she infiltrates a scientist’s inner circle to stop a deadly virus. Starring Candela Márquez, Pedro Moreno, and Eduardo Yáñez.



Hombres Hay Muchos

This comedy starring Christian de la Campa, Palmeira Cruz, and Malillany Marín and shot on location in the beautiful Riviera Maya beaches, follows Raquel, whose perfect life crumbles when she discovers her husband's betrayal prompting her to embark on an adventure of self-discovery.

Abusamos del Alcohol

Based on El Komander's popular corrido of the same name, the story follows a marriage collapsing under the pressures of a new business and the frustration of their inability to conceive. It stars Héctor Soberón, Nicky Mayer, Guillermo Iván, and Diana Carranza.

Por Una Mujer Casada

Trapped in a tedious marriage, Margarita is seduced by a young businessman, unleashing passion, jealousy, and revenge. Based on the popular song of the same name and stars Ulises Vega, Marco Orozco, and Lizeth Fuentes.

Cinelatino Originals has a full slate of titles in development that will be distributed in various release windows and platforms, including Pay TV channel Cinelatino, FAST channel TODOCINE, and through AVOD and SVOD partners.

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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