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Cox Communications Launches Leading Telenovela Network Pasioness and Expands Distribution of WAPA America

MIAMI--(BUSINESS WIRE)-- Pasioness, the leading network for telenovelas and drama series in Spanish, today launched on Cox Communications ("Cox") in a number of major markets, while WAPA America, the cable network arm of the #1 broadcast network in Puerto Rico, significantly expanded its distribution throughout the national Cox footprint. Both networks are available on Cox's Latino Pak video service.

Pasioness is now available to Cox subscribers in Phoenix/Tucson, San Diego, Las Vegas, Orange County/Palos Verdes, Rhode Island, and Connecticut, among other markets. WAPA America—which was previously carried by Cox in Virginia, Connecticut, and Rhode Island—can now be seen in the Phoenix/Tucson, San Diego, Las Vegas, and Orange County/Palos Verdes markets.

Both networks are subsidiaries of Hemisphere Media Group, Inc., ("Hemisphere") the only publicly traded, pure-play U.S. Hispanic TV/cable networks and content platform.

"We are thrilled to expand our long-standing partnership with Cox, which now carries all of Hemisphere's networks," said Alan J. Sokol, President of Hemisphere. "Pasioness is the leading television destination for Hispanic women, and WAPA America is the only network that caters specifically to Caribbean Hispanics—the second-largest and fastest-growing Hispanic group in the country. These launches reinforce Cox's commitment to serving the Hispanic community with the highest-quality Spanish-language programming, and we are confident that these additions will help drive new subscriptions."

Launched in 2004, WAPA America is the leading cable network targeting Puerto Ricans and other Caribbean Hispanics living in the U.S., featuring more than 75 hours per week of original news and entertainment programming from Puerto Rico's highest-rated broadcast network. The channel features the Island's top-rated comedy, talk, variety, and game shows, as well as exclusive rights to the Puerto Rican Basketball League (BSN, for its Spanish acronym), the most popular sports league on the Island.

Pasioness is the leading channel for Latina women in both the U.S. and Latin America, and is dedicated to providing the world's best telenovelas and drama series in Spanish from Brazil, Colombia, Venezuela, Turkey, Mexico, Korea, and the US Hispanic market. The network features a mix of first-run premieres and the most popular series from the world's largest novela and content providers.

Cox's Latino Pak subscribers will have access to the U.S. television premieres of three internationally acclaimed telenovelas on Pasioness in the coming weeks, among them **Gabriela**, the sensational co-production between TV Globo and Warner Bros. based on the classic novel about a beautiful, young, and deprived immigrant who arrives to a city in northeastern Brazil and mesmerizes everyone with her sensuality; **Unforgettable**, the captivating Turkish story about a love triangle that will turn two sisters against each other; and **Ella Era Bonita**, the hit Korean drama about two young friends who meet again after they've gone through a reversal of fortunes and appearances.

Package and channel numbers vary by market. More information on Pasioness can be found at www.tvpasioness.com and on WAPA America at www.wapa.tv.

[Hemisphere Media Group, Inc.](http://www.hemisphere.com) (NASDAQ:HMTV) is the only publicly traded pure-play U.S. media company targeting the high growth Spanish-language television and cable networks business in the U.S. and Latin America. Headquartered in Miami, Florida, Hemisphere owns and operates five leading U.S. Hispanic cable networks, two Latin American cable networks, and the leading broadcast television network in Puerto Rico. Hemisphere's networks consist of: [Cinelatino](http://www.cinelatino.com), the leading Spanish-language movie channel with over 17 million subscribers across the U.S., Latin America and Canada, including 4.5 million subscribers in the U.S. and 13.0 million subscribers in Latin America, featuring the largest selection of contemporary Spanish-language blockbusters and critically-acclaimed titles from Mexico, Latin America, Spain and the Caribbean; [WAPA](http://www.wapa.com), Puerto Rico's leading broadcast television network with the highest primetime and full day ratings in Puerto Rico. Founded in 1954, WAPA produces more than 75 hours per week of top-rated news and entertainment programming; [WAPA America](http://www.wapa.com),

the leading cable network targeting Puerto Ricans and other Caribbean Hispanics living in the U.S., featuring the highly-rated news and entertainment programming produced by WAPA. WAPA America is distributed in the U.S. to 5.2 million subscribers; [Pasiones](#), dedicated to showcasing the most popular telenovelas and drama series, distributed in the U.S. and Latin America. Pasiones has 4.5 million subscribers in the U.S. and 10.8 million subscribers in Latin America; [Centroamerica TV](#), the leading network targeting Central Americans living in the U.S., the third-largest U.S. Hispanic group, featuring the most popular news, entertainment and soccer programming from Central America. Centroamerica TV is distributed in the U.S. to 4.0 million subscribers; and [Television Dominicana](#), the leading network targeting Dominicans living in the U.S., featuring the most popular news, entertainment and baseball programming from the Dominican Republic. Television Dominicana is distributed in the U.S. to 3.1 million subscribers.

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