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## BUSTOS LAUNCHES LA ZETA 94.3 FM

*Portland, Oregon (2/14/11)* – Bustos Media announces the launch of **LA ZETA 94.3 FM**, its second Portland FM in less than a month. **LA ZETA 94.3** joins Bustos' recently released **eXitos 93.5** and a group of five AM stations operating in the Portland market.

LA ZETA's upbeat and hard-hitting Regional Mexican format will be most attractive to adults ages 18 to 34 who come from the central and northern states of Mexico such as Jalisco, Michoacán, Sinaloa, Sonora, Zacatecas and Nuevo León. The overwhelming majority of the Hispanic population in Oregon is originally from these Mexican states.

LA ZETA's musical core is the full Banda sound, *Tuba Norteña*, contemporary and classic corridos as well as today's best mariachi hits. LA ZETA's core artists include: Banda El Recodo, Julián Alvarez, Banda MS, Arrolladora, Jenni Rivera, Gerardo Ortiz, Tigres del Norte, Tigrillo Palma, Vicente Fernández, Pedro Fernández and Espinoza Paz.

Amador S. Bustos, President and CEO of Bustos Media said, **“This second FM completes our company’s short-term building schedule in Portland. We have the best and most varied Spanish radio offerings in this market. Our task now is to improve the performance of our AM stations so they better complement our FMs.”**

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### **About the company:**

Bustos Media is a privately-held company based in Portland, Oregon. It operates two FM and five AM stations. Besides Spanish, Bustos owns Portland's first full-time Russian language station (1010 AM).