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## **eXitos 93.5 FM OPENS IN PORTLAND METRO**

**Portland, Oregon (1/24/11)** – Bustos Media announces the launch of **eXitos 93.5 FM**. Bustos operates five AMs in the Portland market but **eXitos** is its first FM.

**eXitos 93.5** targets persons ages 12 to 34 with its blend of rhythmic pop, soft Regional Mexican, contemporary cumbias and light Reggaeton. Most of the music rotation is made up of today's hits. However, **eXitos** will also play the big hits of its core artists.

The partial list of its featured artists are: Camila, Marco Antonio Solis, Cristian Castro, Juan Luis Guerra, Shakira, Pitbul, Daddy Yankee, Wisin y Yandel, Dj Flex, Pedro Fernández, Ana Gabriel, Luis Miguel, Enrique Iglesias, Alejandro Fernández, Banda el Recodo, Juan Gabriel and Espinoza Paz.

Amador Bustos, CEO of Bustos Media said *“This new FM is the shot in the arm our company needed to make headway in this market. Its signal has good market coverage in the densely populated Hispanic neighborhoods. It also provides a long desired music alternative to the single FM in the market with a Regional Mexican format.”*

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### **About our company:**

Bustos Media is the Spanish radio leader in the Portland Oregon market with a group of five AM and two FM stations; **eXitos 93.5** plus a second FM to come soon on 94.3.