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LATINO LEADERS STRONGLY APPROVE MERGER OF SIRIUS-XM SATELLITE RADIO
*TLC Calls for More Programming Diversity and Lower Costs
to American Consumers as a Result of the Merger*

WASHINGTON, DC – The Board of Directors of The Latino Coalition (TLC) today urged the FCC to approve the merger of SIRIUS and XM Satellite Radio, a merger which is beneficial to the health of the satellite radio industry and to the larger cause of strong competition in the audio entertainment marketplace.

“For far too long, the Latino market has been ignored by traditional radio companies,” said TLC President Robert G. de Posada. “Hispanics must turn to alternative sources like satellite radio for Spanish-language news, sports, music and diverse cultural programming.”

The satellite radio industry has been a launching pad for Hispanic programmers and is an increasingly popular service for a vast numbers of Latino consumers and other listeners who enjoy the richness of Hispanic culture, arts and news.

For programmers, the elimination of duplicate programming and expanded channel capacity will provide new opportunities for Hispanics and other entrepreneurial programmers as well.

“As a strong advocate for the diverse needs of the Latino community, we are always supportive of measures that will bring variety and expanded options to our community. In our judgment, the XM/SIRIUS merger will accomplish just that by bringing more programming opportunities for Hispanic Americans and millions of other listeners,” added de Posada.

With expanded choices and better prices, satellite radio will be an even more attractive option for consumers and this ultimately benefits the growing Latino community in every part and section of the country.

The Latino Coalition is a non-profit, non-partisan organization based in Washington, D.C. TLC was established to address policy issues that directly affect the well-being of Hispanics in the United States. TLC’s agenda is to develop and promote policies that will foster economic equivalency and enhance overall business, economic, and social development of Hispanics. www.thelatinocoalition.com

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