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Aug 23, 2004, 1:11pm EDT

Cobalt unveils El Enlace Latino directory

Officials from Louisville-based Cobalt Ventures LLC launched an expanded version of the Hispanic business directory they acquired earlier this year.

The directory is called El Enlace Latino, which in Spanish means the Latin link, according to a news release. It replaces an earlier version called La Conexión.

About 60,000 copies of the publication, which will include business and -- for the first time -- government listings, will be distributed in the Louisville area, the release said.

Cobalt Ventures has about 35 employees producing El Enlace Latino. The company produces Hispanic directories in Lexington, Ky.; Cincinnati, Nashville, Indianapolis, St. Louis and Birmingham. Jonathan Blue, a director of Cobalt Ventures, said in the release.

"Much of the growth in our community over the last several years has come from a wave of immigrants, representing diverse cultures," Louisville Metro Mayor Jerry Abramson said in the release. "This kind of directory reflects our diversity. It also reflects our place among some of the larger cities in America, which have these kinds of directories to serve their immigrant populations."

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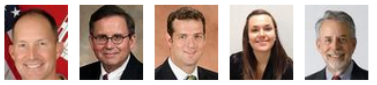
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