



Press Release

Source: Blue Equity, LLC

# Enlace Spanish Yellow Pages Leads the Spanish Language Directory Industry

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## Latest Acquisition: New York City

LOUISVILLE, Ky., June 7 /PRNewswire/ -- **Enlace Spanish Yellow Pages**, the nation's largest independent Spanish directory company (based on number of cities served), has acquired Las Super Paginas Amarillas, the premier independent New York City area Spanish Yellow Pages directory. This directory has grown exponentially over the last 7 years to meet the needs of the second largest Hispanic market in the United States, with over 4 million Spanish- speakers in New York City and surrounding areas. The New York City directory currently covers the five boroughs of Manhattan, Queens, Brooklyn, The Bronx, and Staten Island as well as parts of Long Island, Westchester, Rockland, New Jersey and Connecticut. With the acquisition comes an experienced and aggressive Manhattan-based sales force eager to lead the market with Enlace's resources.

Enlace also announced that Sean Harper recently joined the Enlace team to oversee the Southwestern region. Harper brings over 13 years of directory publishing experience. He began at Great Western Directories and later started three Yellow Pages based businesses. He recently sold Penstar Publishing, Inc. to the Hearst Corporation.

In addition, Enlace recently signed an endorsement agreement with SFX and Alex Aragon, an emerging PGA golfer from Mexico City. Alex currently wears the Enlace logo on the lapel of his shirt. He is the second Hispanic athlete to participate in a sponsorship deal with Enlace. Earlier this year, Enlace launched billboard campaigns in Sacramento, CA and Louisville, KY that showcased Francisco Garcia, the dynamic Sacramento Kings NBA rookie from the Dominican Republic.

Established in December 2003, Enlace now publishes 24 Spanish language directories in Alabama, Arkansas, California, Connecticut, Florida, Georgia, Indiana, Kansas, Kentucky, Louisiana, Missouri, Nevada, New York, North Carolina, Ohio, Tennessee and Texas. Enlace has become the fastest growing Spanish Yellow Pages publisher because of its availability, accessible format and its appeal to the Spanish-speaking community. Usage audits, performed independently by Certified Audit of Circulation (CAC), confirm that Enlace has over a 97% success rate in reaching its user.

Jonathan Blue, Managing Director of **Blue Equity, LLC**, the parent entity said, "Enlace now reaches over 19 million Hispanics across the country. This coverage includes four out of the top five largest Hispanic markets and seven of the top ten fastest growing Hispanic markets. No other Spanish language publisher offers this type of coverage. Local and national advertisers recognize that Enlace offers a quality product and has the capacity to be in the hands of nearly half of the total Hispanics in the country."

Enlace is a division of **Cobalt Publishing, LLC**, a subsidiary of Blue Equity, LLC. Please visit [www.elenlacialatino.com](http://www.elenlacialatino.com) to learn more about the #1 Spanish Yellow Pages. Blue Equity is a leading independent, regional, private equity firm based in Louisville, KY. It is committed to developing and strengthening business entities by actively investing in companies where there is an opportunity to create value through a sound strategy of operational improvement and superior execution. Blue Equity focuses investment efforts and provides managerial expertise to its broad spectrum of business enterprises, including holdings in media, financial services, real estate, sports and entertainment. More information on Blue Equity can be found at [www.blueequity.com](http://www.blueequity.com).



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