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Cobalt invades S. Florida

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Cobalt Publishing in Louisville has acquired its largest Spanish-language yellow pages directories yet, in South Florida.

Miami En Sus Manos and Broward-Palm Beach En Sus Manos distribute about 250,000 copies a year, said Cobalt, which is headed by Louisville entrepreneur Jonathan Blue.

They will take on the name Enlace, the Spanish word for "link," the brand of Cobalt's other directories. Cobalt didn't disclose the purchase price. ...

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Louisville entrepreneur Jonathan Blue, who heads Cobalt Publishing, says the company plans to obtain more directories. Cobalt targets markets with large or fast-growing Hispanic populations.

Written by Patrick Howington phowington@courier-journal.com

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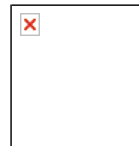
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