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Hispanic PR Wire Press Releases Go Live on Leading Hispanic Portal Terra.com, Boosting HPRW's Guaranteed Online Story Placement Network to Nearly 100 Sources

HPRW and Business Wire Hispanic releases now appear on the top two Hispanic portals as well as the front pages of print media Web sites in nearly all of the Top 25 Hispanic markets nationwide

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MIAMI, FL--(HISPANIC PR WIRE)--January 17, 2006--Hispanic PR Wire (HPRW) announced that its national press release newsfeed is now live on leading Hispanic portal Terra.com, boosting its guaranteed online story placement network to nearly 100 media sources.



Combined with the addition of HPRW's first Puerto Rico-based news alliance with Merk2s (<http://www.Merk2s.com>) and dozens of recent media partnerships created through Hispanic PR Wire's affiliation with Hispanic Digital Network (HDN), HPRW now features 81 online press release placements. Hispanic guaranteed placements are part of all HPRW distributions, including those offered through HPRW's national newswire partner Business Wire. In more than 75 of the 81 placements, Hispanic PR Wire is exclusively able to embed client photos into the full text versions of the press releases it posts.

"Adding our newsfeed to Terra gives our clients more value and better reach to the Hispanic consumers they want to reach with their messages," said Manny Ruiz, president of Hispanic PR Wire. "Right now our Hispanic news alliances are growing so quickly that they are nearly nine times larger than that of our nearest competitor."

The Terra newsfeed appears on <http://www.terra.com/noticias/hispanicprwire/>. In addition to Terra, HPRW's other online national placements include Yahoo! en Español, HispanicBusiness.com Catalina Magazine and LATINA Style.

About Hispanic PR Wire
Miami-based and Latino-owned Hispanic PR Wire (HPRW) is the nation's leading press release newswire service for Hispanic and Puerto Rico journalists and marketers.

Through scores of news partnerships with many of the nation's leading Hispanic newspapers, magazines and Internet portals, HPRW gives clients more than 75 online placements with any geographic distribution.

Hispanic PR Wire sends corporate, government and non-profit press releases and media advisories daily to thousands of journalists subscribed to receive its free newsfeed. Media subscribers can register for HPRW's news by accessing HPRW's media registration form online at http://www.hispanicprwire.com/register_daily_news.php?l=in. The Online form enables journalists to select which news they want to subscribe to from among HPRW's 15 news categories varying from Entertainment and Business/Finance to Government and Immigration.

Hispanic PR Wire is a sister company of editorial features service ConTexto Latino, Hispanic monitoring service LatinClips, Hispanic professional development service Hispanic Market Pro, Hispanic Web marketing firm Hispanic Digital Network and African American wire service Black PR Wire. HPRW is also the exclusive Hispanic wire partner of leading corporate wire distributor Business Wire and public affairs news distribution leader US Newswire.

About Terra Networks S.A.
Terra Networks is a global Internet group with a presence in the U.S. and Latin America. The group operates some of the most popular Web sites in the United States, Spain and Latin America, and is the largest access provider in Spain and Latin America.

Terra.com is the U.S. Hispanic arm of the Terra Networks group providing portal and value-added services to Spanish speaking users in the U.S. Terra is a leader in the U.S. Hispanic online market according to Nielsen/NetRatings data with more U.S. Hispanic unique users than other US Hispanic portal.