



ARANet and PR Newswire's Hispanic Digital Network Join Forces to Give Marketers Access to Growing Hispanic Audience

HOPKINS, MINN. and NEW YORK, NY – March 9, 2009 – ARANet, Inc., an innovator in delivering copyright-free features content to newspapers and Web publishers, and Hispanic Digital Network (HDN), a service of PR Newswire, announced today a partnership agreement whereby Spanish-language news features from ARANet will be made available to HDN's network of 75 Hispanic newspaper Web sites.

“Partnering with HDN offers our clients a tremendous opportunity to have guaranteed access to Spanish-language Web audiences to boost brand-building and product or company visibility goals,” said Scott Severson, president and chief operating officer of ARANet. “2008 visits to the principal hosted Web sites on Hispanic Digital Network exceeded three million unique visitors – and generated close to 15 million page views. Linking ARANet articles to this network of Spanish-language landing pages and Web sites will provide measurable results to our clients by enabling them to drive further interest in their products and services among this rapidly growing and influential population.”

Recent U.S. Census estimates report that the number of Hispanics in the U.S. will triple by 2050 and could represent nearly \$1 trillion in buying power as soon as 2011. Further, a 2008 Pew Hispanic Center report said Hispanics have accounted for more than half of the overall population growth in the United States in the current decade, a significant pattern for the nation's largest minority group, which currently comprises 15 percent of the total U.S. citizenry.

“With the market power of the U.S. Hispanic burgeoning, it has become more imperative than ever for businesses to have the ability to communicate their messages directly to this dynamic and highly-loyal audience group,” remarked Bill Gato, vice president of Hispanic Digital Network. “ARANet's feature article service, combined with

HDN's targeted distribution, provides companies with a unique opportunity to develop compelling, customer-facing content and have that material disseminated to Web sites and news outlets that are valued by the Hispanic community."

In addition to distribution to Hispanic newspaper sites, ARAcontent writes, distributes and promotes feature article releases to thousands of English-language daily and weekly newspapers and Web sites.

To view ARAnet Spanish-language news featured on HDN Web Site, Ahora News, from New York, click here: http://www.ahoranews.net/contentinfusion_lis.php

About ARAnet

Founded in 1996, ARAnet is a leading media company with two products to help its clients reach and win new customers, Adfusion and ARAcontent. Adfusion is an article-based cost per click advertising platform. It is one of the nation's most dynamic online advertising networks, currently delivering billions of impressions monthly through a network of premium publishing partners. ARAcontent generates feature article placements in print and online publications that build awareness of and sales for its clients' products and services. To learn more, visit www.ARAnetOnline.com. For more information on ARAcontent's Hispanic news distribution program, contact Jeff Bialek at 866-287-9168 or jeffb@ARAcontent.com.

About Hispanic Digital Network

Miami-based Hispanic Digital Network (HDN) (<http://www.hdnweb.com>), launched in 2003 and acquired by PR Newswire (<http://www.prnewswire.com>) in 2008, is the nation's first and largest Internet advertising network of U.S. Hispanic local media. HDN provides Hispanic-focused publications nationwide with free, customized news websites, free web hosting and free ad serving. HDN has built dynamic websites for over 77 Hispanic newspapers and magazines. All of HDN's Web sites are Internet Advertising Bureau-compliant and capable of serving Rich Media formats (<http://www.iab.net>). HDN serves the business needs of Hispanic agencies and advertisers by offering one dedicated service that can buy, sell and manage Internet-only media campaigns that involve hundreds of small and large Hispanic publications. For more information about HDN's

advertising solutions, visit: <http://www.hdnweb.com/mediakit/2009.pdf>

About PR Newswire

PR Newswire is the global leader in innovative communications and marketing services, enabling organizations to connect and engage with their target audiences worldwide.

Through its multi-channel distribution network, audience intelligence, targeting, and measurement services, PR Newswire helps corporations and organizations engage in rich, timely and dynamic dialogue with the media, consumers, policymakers, investors and the general public. Utilizing PR Newswire's industry-leading communications and marketing services, its customers build brands, generate awareness, impact public policy, drive sales, and raise capital.

Pioneering the commercial news distribution industry 55 years ago, PR Newswire connects customers with audiences in more than 170 countries and in over 40 languages, through an unparalleled network of offices in 16 countries across North and South America, Europe, Asia, and the Middle East, and via unique affiliations with the leading news agencies across the globe. PR Newswire is a subsidiary of United Business Media Limited, a leading global business media company that serves professional commercial communities around the world. For more information, go to www.unitedbusinessmedia.com.

About United Business Media Limited

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.unitedbusinessmedia.com

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