



PRESS RELEASE

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**IT'S NOT KING KONG, IT'S NOT GODZILLA, NEW
YORK IS TREMBLING, "EL BOY FROM BONAO"
RETURNS TO MEGA 97.9**

New York– WSKQ-FM Mega 97.9 announced the return of Raymond Reinoso, better known as "El Boy from Bonao", one of the most famous and recognized deejays of the number one Hispanic Radio Station in New York.

"El Boy from Bonao" returns to "La Mega" in the 3:00 to 7:00 pm spot, Monday through Friday. As part of his new beginning at La Mega, El Boy will offer a new segment called "En La Cuerda Floja", from 4 to 5 pm, followed by "La Hora del Vacilón" from 5 to 6 pm. "El Boy" will conclude with another segment from 6 to 7 pm, "Los Más Buscados". These new segments and the specialized programming will infuse the station with more variety as well as more opportunities for client sponsorship.

In addition, "El Boy" will continue his show "Area 809", which rapidly took the number one spot with persons 18 to 49, according to the latest Arbitron ratings book (Fall 2003).

It was also announced that on March 20th "El Boy" will be celebrating his return to New York with a spectacular concert at Madison Square Garden, featuring top recording artists Victor Manuelle, Yoskar Sarante, Aventura, Joe Veras, El Krispi and many others.

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