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## Slacker Radio Expands Latin Music Offerings

### *Slacker Adds Four Unique Latin Stations and Announces Addition of Edgar Pineda to Latin Station Programmer Team*

**SAN DIEGO – January 31, 2012** – Slacker, Inc. today expanded its curated Spanish language offerings by launching four new Latin stations – Memorias, Puro Norte, Romántica and Salsa – and also by updating two stations within the Latin genre – Puro México and Éxitos Pop. All of Slacker Radio’s Latin stations are available for free on the web at [www.Slacker.com](http://www.Slacker.com), on home entertainment devices and on all leading smartphones.

Edgar Pineda, a terrestrial radio veteran of over 18 years, is joining Slacker station programmers Alex Cortez and Jackie Madrigal to curate the Latin genre for Slacker Radio. From working as a DJ at a regional Mexican station to Programming Director for Radio Romántica Network and Operations Manager for the Super Estrella Network, Edgar brings to Slacker his strong passion for Latin music and deep cultural roots. Launching today are three new stations programmed by Edgar Pineda: Memorias, Puro Norte and Romántica.

“I love the freedom of programming that Slacker offers me. I am able to select the songs that I believe listeners will enjoy, and refine the stations based on what my audience responds to,” said Edgar Pineda, Latin station programmer at Slacker. “The deep music catalog, freedom to select tracks and ability to truly connect with my listeners makes Slacker a great outlet for those who appreciate music.”

Memorias on Slacker plays Latin oldies hits from the last three decades from artists including Juan Gabriel, Camilo Sesto and Miguel Gallardo. Listen to Memorias on Slacker at <http://www.Slacker.com/station/Memorias>.

Puro Norte highlights the accordion-based music of rural Mexico from Norteñas and Corridos groups of past and present such as Los Tucanes de Tijuana, Los Tigres del Norte and Ramón Ayala. Puro Norte on Slacker can be found at <http://www.Slacker.com/station/Puro-Norte>.

Romántica plays tracks from the Spanish language adult contemporary format, showcasing the best of today’s romantic music from artists including Ricky Martin, Chayanne and Marco Antonio Solis. Listen to Romántica on Slacker by visiting <http://www.Slacker.com/station/Romantica>.

“There are deep, vibrant traditions surrounding Latin music and an incredible range of formats,” said Scott Riggs, senior director of radio at Slacker. “Expanding our music

offerings to include additional Spanish language stations programmed by expert DJs will enable our listeners to discover and enjoy a wide spectrum of Latin music.”

A fourth Latin station launching today, Salsa on Slacker Radio, showcases the rhythm and beats from the Caribbean and Latin regions. Musicians featured on Salsa Radio include Gloria Estefan, Victor Manuelle and Tito Nieves. Listen to Salsa on Slacker Radio at <http://www.Slacker.com/station/Salsa>.

Salsa on Slacker Radio is curated by Latin station programmer Alex Espinosa, a music and radio veteran of over 25 years. His inherent passion and deep understanding of the Latin culture is well-reflected on this new Slacker Radio station.

In addition to Slacker’s new Latin station offerings, two stations from this category have been updated: Puro México and Éxitos Pop, both programmed by Jackie Madrigal. Puro México showcases traditional Mexican music from styles such as Norteño, Banda and Ranchera and musicians including Cicente Fernández and Conjunto Primavera. Éxitos Pop plays popular Latin music from artists including Enrique Iglesias, Paulina Rubio and Shakira.

Link to Puro México: <http://www.Slacker.com/station/Puro-Mexico>

Link to Éxitos Pop: <http://www.Slacker.com/station/Exitos-Pop>

These station updates and the addition of Latin stations Memorias, Puro Norte, Romántica and Salsa further emphasize Slacker’s dedication to offering a compelling assortment of listening options. With a collection of hosted and curated radio content including customizable ESPN updates and live programming, comedy stations and ABC News, Slacker offers listeners the ultimate radio experience personalized to their interests.

#### **About Slacker, Inc.**

Slacker offers the world's most complete range of radio services. Whether it's the award-winning free Slacker Basic Radio, or the fully-loaded subscription services Slacker Radio Plus and Slacker Premium Radio, listeners enjoy a unique, custom listening experience. Slacker enables music lovers to play highly personalized music online at the Slacker web site, in Ford vehicles with SYNC AppLink, on connected home devices or on-the-go with Slacker Personal Radio applications. Slacker mobile applications are available for Windows Phone 7, Windows Mobile, Palm webOS, Nokia, Android, iPhone, and BlackBerry smartphones. For more information visit: <http://www.Slacker.com/about>.

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