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FOR IMMEDIATE RELEASE

La Mega Media Launches Spanish-Language Radio Station in Pittsburgh, PA

- **La Mega Media, Inc.** has announced the launch of a new Spanish-language radio station in Pittsburgh, PA
- Music available is now on **92.9FM HD2** channel and **LaMega1** app for Apple and Android devices

La Mega Media and **Steel City Media** have partnered to bring the first Spanish language radio station to serve the growing Hispanic community in the Pittsburgh metropolitan area. **La Mega Media** already has well-established radio stations in Cincinnati, Columbus and Cleveland, Ohio.

The company's newest station will join the print and digital products already in Pittsburgh. **La Mega Nota** is an award-winning monthly people's gazette in Spanish with entertainment, culture, and news. Its website, www.lamegapittsburgh.com, features national, international, and local news by the hour in Spanish, which also serves as the website for the new radio station **La Mega Pittsburgh**. Listeners can download the mobile app **LaMega1** to access music and news.

The Hispanic population in the Pittsburgh Metropolitan area is approximately 80,000 according to the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce. This fast-growing segment of the population will, for the first time ever, have a Hispanic-owned, multifaceted media company to reflect its prerogatives and serve as a bridge to businesses and institutions.

Together with existing organizations like the **Pittsburgh Metropolitan Area Hispanic Chamber of Commerce**, **La Mega Media's** goal is to be the primary resource for trusted and reliable information for the community it serves and support the development of Hispanic owned businesses.

Steel City Media is a Pittsburgh based multimedia and digital company with market leading radio stations in Kansas City and Pittsburgh.

ABOUT:

La Mega Media, Inc, headquartered in Columbus, OH, is the largest Spanish language media company in Ohio and its surrounding areas in the Midwest, that operates 3 radio stations (Columbus, Cleveland and Cincinnati) and newspaper with distribution throughout Ohio, Pittsburgh and North Kentucky; providing news, music, information, entertainment and education to the Spanish speaking population.
