

STATE FARM® ADVERTISING DIRECTOR TO KEYNOTE
AT HISPANIC TELEVISION SUMMIT

TUESDAY, SEPTEMBER 20, 2011, MARRIOTT MARQUIS, TIMES SQUARE
NYC

COMPANY IS A LEADING SPONSOR OF TELEVISED SPORTS TARGETING
HISPANIC VIEWERS

New York, NY. State Farm Advertising Director, Edward C. Gold, will present the Opening Keynote at the Ninth Annual Hispanic Television Summit at 9 am ET on Tuesday, September 20, 2011 in the Broadway Ballroom at the Marriott Marquis Hotel in Times Square, New York City.

This annual conference is the signature event for those in the business of television targeted to Hispanic audiences. It is presented by two leading TV industry publications, *Broadcasting & Cable* and *Multichannel News*.

According to the Group Publisher, Louis Hillelson, "we are very happy to have Ed open our Summit. He will deliver remarks that are valuable to all of our attendees. After all, sponsorship is critical to the profitability of the Hispanic TV business. State Farm is a major sponsor of telecast sports that are most popular with Hispanic fans and Ed Gold has been instrumental in support of Soccer and Baseball on networks like ESPN Deportes, Telemundo and Univision."

Gold will speak first-hand about the State Farm sponsorship of the telecast of the 2006 and 2010 FIFA World Cup and the 2007, 2009, and 2011 Gold Cup (Copa de Oro), as well as efforts within the Mexican League Soccer coverage in the U.S. He will also address the company's reach to the market via many Hispanic networks including Fox Deportes, Go!TV, and others as well as how the company has utilized the Major League Baseball platform to support the Hispanic market, including televised sponsorship of the State Farm Home Run Derby on ESPN Deportes.

About the Summit: The Summit is the television industry's signature conference for executives involved in the business of television and digital video targeted to the US Hispanic and Latin American viewing audience. It attracts more than 400 attendees. The Summit is produced for *Broadcasting & Cable* and *Multichannel News* by the Schramm Marketing Group Inc., a NY-based marketing services company which includes Hispanic marketing among its specialties.

For sponsorship information, please call Sandy Friedman at (917) 281-4718. To register, please visit: www.multichannel.com/hispanic2011

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as well as emerging Internet video and communication services.
www.multichannel.com

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