

For Immediate Release



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PortFolio Weekly Launches New Local Online Music Show

NORFOLK- June 8, 2009 – PortFolioWeekly.com is pleased to announce the launch of our newest local online music show, **The Alfredo Torres Debacle**.

Who is Alfredo Torres? Alfredo was most recently the popular host of 'The Local's Lounge' on 100.5 Max FM and was a regular on the infamous Mike & Bob Show on 96x. A veteran radio personality, he is well known for his love of the local music scene in Hampton Roads. He is a regular music blogger for several local websites including HamptonRoads.com and regularly keeps his own blogs on his site TheAlfredoTorresDebacle.com. He's great because...-Ron Burgundy, he's not....and that's why people love him.

"Ever since The Locals Lounge went off the air just over a month ago, I have been feeling a hole in my heart... PortFolio Weekly.com has given me the opportunity to once again bring these great bands to you in their 'natural habitat' if you will." -Alfredo Torres

What is the show? We feature 'LOCAL' music, period. Not bands you generally find at the NORVA, rather, bands you'll find at a local dive bar...with a die-hard local following. We will have live performances, interviews and behind the scenes rehearsals – all delivered with Alfredo's unique spin.

Why is this cool? PortFolio Weekly has always been a proud supporter of local music. Now that we are exclusively online, we have an even greater opportunity to showcase expanded coverage of local music artists. We expect to produce multiple shows a month. "Staying fresh and current is our goal," says Les Robinson, online content manager.

About: PortFolioWeekly.com

We are The Voice of the 7 Cities. Hampton Roads source for Hot Topics, Cool Events and Real People.

Our "pure play" online strategy offers unique, provocative and captivating multi-media content. We also proudly feature content from our sister publications and media partners. Click us up www.PortFolioWeekly.com

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