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FOR IMMEDIATE RELEASE

***Local Latin Radio Station is Honored as 2012  
SunTrust Bank Diversity & Inclusion Leadership  
Award Winner***

The region's widely celebrated Spanish radio station, La Selecta 1050 AM WVXX, is a recipient of this year's Diversity and Inclusion Leadership Award from SunTrust Bank. Locally owned under Hindlin Broadcasting, LLC, La Selecta will be recognized for their efforts in promoting and furthering the ideals and practices of diversity and inclusion within the greater Hampton Roads Community. Like La Selecta, SunTrust Banks are dedicated to serving and reaching out to the diverse segments of the community and have received many acknowledgements in the areas of community outreach and human rights, making this bestowed award a truly satisfying and welcome recognition for the radio station.

Since 2005, WVXX General Manager and owner, Andy Hindlin, has worked to build and grow the area's only mainstream Spanish speaking radio station to inform, entertain and service the Hispanic population(s) of our very own 757. "We try to be a total arm to the Hispanic community," said Hindlin in an article written by the Virginian Pilot on July 22, 2009.

“Our Latin audience is among the most loyal, supportive and enthusiastic of any large market listenership in the state, if not anywhere. Creating an electric medium to reach them in Hampton Roads has been an important mission, and an absolute pleasure.”

On the air for 7 years, WVXX-AM has introduced and hosted many events and opportunities for Hispanic families and business including their annual Latino Job Fair, Latin 4<sup>th</sup> of July Celebration and the hugely popular Latin Fest and Zumba marathon held on the Virginia Beach Ocean Front, which SunTrust Banks sponsored in 2011. Another major event, an annual Radio-thon for St. Jude Children’s Research Hospital, has allowed Selecta to raise over \$455,000 in donations for the worthy cause since first radio-thon in 2007.

The station’s acclaimed morning program “Hasta El Tope con Ricardo Alegria y La Gringa” has come to be known and loved as a fun, helpful way for listeners to learn important English phrases and even practice on air with their favorite DJ’s. The upbeat show was recently the first and only Spanish language radio segment in Virginia to be recognized by the Virginia Association of Broadcasters and nominated for a VAB award. On June 22, 2012 Hindlin Broadcasting, LLC WVXX-AM was honored at the 75<sup>th</sup> Annual VAB Awards Program as 2<sup>nd</sup> place winner of the “Best Public Service/Community Event” for Large-Market Radio.

Located and operated out of Downtown Norfolk, WVXX-AM Selecta 1050 covers southeastern Virginia, the Eastern Shore of Virginia and northeastern North Carolina. Its format is contemporary Spanish and Latino music, along with public service, informational programming and local and international news, all delivered on air by 4 beloved Hispanic DJ’s from 4 different Latin countries.

