



NET NEWS

HBC Interactive – 1415 N. Loop West, Ste 555 – Houston, TX 77008 – 713-407-5570, December 2000 **Es Lo Tuyo...**

Netmío Miami Roll Out a Success!

Three cheers for Netmío Miami! On Monday, November 20, 2000, at 7:00 pmEST, the first local city guide for Netmío.com was unveiled to the public. Miami is the first of the thirteen HBC markets to roll out the first version of the local city guide web sites. The **HBCi Miami Content team** as well as the **Programming team** worked round the clock to make this happen. See story on back for more details. Click on this address to see the site:




<http://city.netmio.com/city/miami/>

\$\$\$Cha Ching\$\$\$

Showtime + Netmío =\$\$\$ **Stephen Hobbs** has combined **Showtime's Resurrection Boulevard**, a show on the trials and tribulations of a Hispanic family in the United States, with Netmío to create an on-air contest to win \$1,000. The contest was organized by **Bert Mendez, HBCi Content Manager**. **Derek Rigaud** along with LA AE **Eva Castillo** sold the first interactive webcast to two clients: **Los Defensores** and **Aseguranza Economica** for \$10k/month for 3 months. **Jaqueline Alvarenga** had a \$20k sale to **World Connection Communications**, a long distance phone company. **Carlos Alonzo, Site Manager in San Antonio**, assisted AE's **Anna Davis** and **Liza Gransee** in the **Ruud Heating and Air Conditioning** sale for close to \$21k in 6 months. They will be the prime weather forecast sponsors on the San Antonio sites.

The Chats and Webcasts Continue

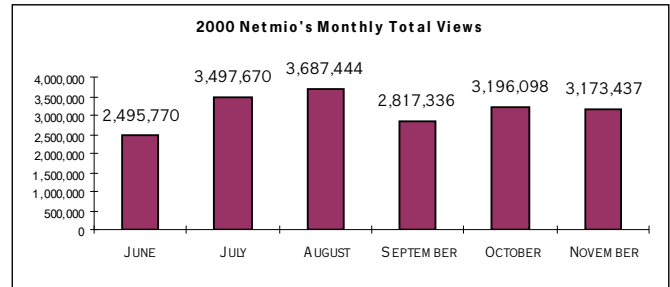
 **Pedro Fernandez** was in the **Estereo Latino studios in Dallas** for a Netmío chat/webcast. "It was fun for all of us and Pedro was having fun too", said **Jose Hernandez, Site Manager** in Dallas. For more on this chat, check out the "Best of the Pedro Fernandez Chat" at: <http://www.netmio.com/radio/kdxx/>

Cucuy Celebrates His Birthday Online

Over 12,000 "webcam guests" logged on to the birthday party, complete with Mariachis, on November 18th. **Renan "El Cucuy" Coello**, who promoted the event on-air during his popular network program, also received many e-mails from his faithful listeners wishing him a Happy Birthday.

Join Us in Welcoming

New Miami team members: **Jorge Martinez**, Content Producer Miami, **Rita Novo**, Channel Manager HBCi, and **Magdalena Rivera**, Graphic Designer HBCi. HBCi has also added to the Programming team CGI Programmers **Michael Rojas**, **Jack Ouyang**, **Jeffrey Lai**, and **Jorge Lopez**.



Site Statistics

Since its' inception on April 30th, Netmío has had a total of 24 million views and has had 1.7 million visitors. This month we purposely removed the page views associated with the Cucuy.com web cam which accounted for over a million page views a month. So we are happy that even with this correction, our page views remained level. Based on an Arbitron/Edison Media Research study, Netmío offers 16 of the top 20 reasons why audiences visit radio station websites. For more information, go to:

<http://www.edisonresearch.com/RadioWebsite.htm>

HBCi Holds Videoconference Over the Net

What's the best way to get all of HBCi under one roof? A Pic-Net. On November 9th, HBCi had their very first Pic-Net, a live interactive meeting where the entire HBCi team in Houston, Miami, Los Angeles, San Antonio, Dallas, and New Jersey were able to actually view each other via the live web cams. McAllen, Chicago, and San Francisco, and were also able to join in via speakerphone. The meeting opened with an update address by **Lawrence Arevalo, HBCi Managing Director**, and followed with each market informing everyone of the projects and activities taking place in each market.



"Estas Son Las Mañanitas de Diciembre"

Happy Birthday to: **Ivan Jurado (12/3)**, **Jose Hernandez (12/7)**, **Rodrigo Ochoa (12/13)**, **Salvador Chavez (12/28)**

Netmío.com Brings in the Holidays

Did you miss the recipe for turkey and bean tacos, or a Cuban style turkey that were available for printing on the Netmío Thanksgiving Web Pages? Well, you won't want to miss the recipe for Tamales de Elote. Visit the Netmío Christmas page and send someone a musical Christmas card or read about how Christmas is celebrated in different Latin American countries.



Merry Christmas From HBCi!!



A Note From The Managing Director...

The child birth experience...

I am sure many of you reading this are parents and can relate to this. Being a recent father myself, I can now reflect on the childbirth experience. Of course, there was the whole gestation period filled with nervousness, hormonal moodiness, unanswered questions and everyone wondering what the baby would look like. And I remember there was a whole team of smart people besides the mother that worked really hard for a long time during the labor. And then when the baby was unveiled to the world, as proud a papa as I was, it wasn't quite what I imagined (I had visions of a princess). Yet the difference of what I imagined and what was delivered did not diminish our excitement and pride in this wonderful child and anticipation for the future of this new child who will one day grow to be that princess (at least in her father's eyes).

Many of you who know me personally are probably thinking I am relaying memories of my real life daughter, but those of us in HBCi know that I am recounting the birth of Netmío.com. This blessed event occurred at 7:00pm EST on November 20, 2000 when the first Netmío.com local city guide covering the city of Miami was unveiled to the world. And just like a real child, the work to develop this new entity is just beginning.

Though we feel that what has been delivered is a great product, the vision of Netmío.com is far greater than what is currently delivered on the Internet. The whole purpose for HBC to be involved in developing Netmío.com is not just to get people to visit their website, but rather to build a website which people will want and need to visit time and time again. We are still in the infant stages of developing that vision.

With Miami Netmío.com, a visitor is able to jump to the best Hispanic radio stations in Miami, find out information about what's going on around town, search for places to go including restaurants, clubs, churches, museums, government offices, sign up for free email, chat with people in the local area, read local, national, and international news, and much more. I encourage everyone to visit the site to see what is to come for your market soon. You can get there by going to www.netmio.com and clicking on Miami.

Just like a real child who will learn to grasp, crawl, walk, talk, wear a tiara, wave from a convertible, etc. so too will Netmío.com be adding new features all the time. Our first order of business is to launch in the rest of the HBC markets. We will be launching in Los Angeles and New York City before the end of the year and quickly follow with the rest of the markets in the first quarter of next year.

Meanwhile we will be developing more features for the sites that include but are not limited to, Hispanic business directory, local personal ads, local jobs bank, online classified ads, and more. We will also be solidifying content partnerships for additional channels on the sites such as health, sports, travel, finance, entertainment, e-commerce, and more.

This is all in an effort to provide the Netmío.com website with "stickiness" which means people will stay on the site and will revisit the site. We recognized early on that most radio station websites alone do not always offer that attraction. (Did you know that HBC web sites offer 16 of the top 20 features why people visit radio station web sites according to a recent Arbitron study?) Netmío.com also offers us the opportunity to reach a broader audience of Hispanics who may not currently listen to our stations and to convert them into listeners.

We should all realize that Netmío.com is unique among other big Internet players in the Hispanic market today. When you look at Terra.com, StarMedia.com, Univision.com, El Sitio, Yupi, QuePasa, Latino, etc., each are focused U.S. nationally and/or internationally, while Netmío.com's focus and strength is local just like our radio stations. The other difference you find is in other local city guides such as Citysearch, DigitalCities, and local newspaper sites. Netmío.com focuses on the Hispanic community that these others generally do not. This gives Netmío.com its niche among all these other players.

I want to thank the teams of smart people that worked really hard for the birth of Netmío.com from the Technology Team, to the Content Team, to the Sales and Marketing Teams, to the Accounting Team of HBCi, and the Management and staff of HBC. We couldn't have done it without you! Now, where are those Cuban cigars that Miami is famous for?

Sincerely,
Lawrence Arevalo