

FOR IMMEDIATE RELEASE



Cuban Canadian international media star, Ismael Cala returns “Home” to Toronto to launch new series with TLN Television, Canada’s #1 ethnic TV network.

October 15, 2008 (TORONTO, ON) - TLN Television welcomes the return of Latino media sensation Ismael Cala to Toronto, as the network launches his newest series, “***Mi vida como conductor de la televisión mexicana***” (**How I Survived a Mexican Variety Show**) which debuted this past **Saturday at 6pm/et on TLN.**

“I come back to Toronto on a regular basis to give back to the city and country that gave so much to me”, said Cala. “I enjoy spending time with my contacts, friends and fans in Toronto, a place that I am proud to call my ‘adopted home’ ”.

Since leaving Canada in 2004, Cala’s meteoric rise has taken him through positions at CNN en Espanol as well as hosting and producing various radio and tv programs within the Miami Latin market including regular guest co-host appearances on Univision’s popular morning show “*Despierta America*” (Wake Up America on Univision, number one Hispanic network in the US). This past May, Cala took on his biggest venture yet as co-host of the daily Mexican variety show “*¡Qué tarde tan padre!*”. Cala was now front and centre in one of the world biggest TV markets, on Televisa, the largest media company in the Spanish-speaking world available to over 100 million viewers across 25 million households. Ismael is currently writing a book and remains under contract with Televisa, launching his new show on the network in 2009.

For Cala, his continued road to fame has lead him back to where it all began, his “land of opportunity”, returning to Toronto this week for the launch of his new series on TLN, “***Mi vida como conductor de la televisión mexicana***” (**How I Survived a Mexican Variety Show**) which airs **Saturdays at 6pm/et on TLN.** Ismael is re-packaging his variety show *¡Qué tarde tan padre!* to give a behind- the-scenes look at his wacky experience shooting the series in Mexico. This November, Ismael will also be TLN’s international correspondent at the *Latin Grammy Awards*® dishing the inside scoop on the industry’s hottest names from the red carpet.

**Ismael Cala will be in Toronto and available for interviews from
Saturday October 18 to Tuesday October 21**

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To book an interview with Ismael or to receive additional information, please contact:

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Log on to TLN.TV.COM for additional information on *How I Survived a Mexican Variety Show!*

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About Ismael Cala

As a well respected and established Cuban radio and television broadcaster, Ismael Cala arrived in Toronto in 1998 as a refugee, determined to re-establish his broadcasting career. Not knowing a word of English, Cala was a quick study, immersing himself into the language of his new home by not missing his appointment television with "Oprah", attending Toronto's Skills for Change (for which he later received the New Pioneers Award in 2000), and eventually completing an Honours B.A. at York University. Little did Cala know that what began as an internship at TLN Television in 2000 would lead him to become the face of Hispanic Television in Canada and be the spring-board to realizing his dream's as an international media star.

About TLN

TLN Television, Canada's Latino Superstation offers unparalleled programming in Italian, Spanish and English and can be seen by up to 12 million Canadians on cable and satellite from coast to coast. As Canada's leading Hispanic and Italian media source, TLN delivers a variety of domestic and international programming including comprehensive daily news reports from Italy and Latin America, the world's best soccer, star-studded music specials, award-winning novelas, and celebrated miniseries, documentaries and lifestyle programs. TLN's stellar schedule is anchored by a nightly prime time block of English viewer favourites including acclaimed dramas, hit sitcoms and blockbuster movies. TLN is majority owned by Corus Entertainment, a leading Canadian media company. Other shareholders of TLN include prominent members of the Italian Canadian business community.

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