



## **TOP LATIN MUSIC ARTISTS SHOW THEIR SUPPORT FOR THE 2010 BILLBOARD LATIN MUSIC AWARDS PRESENTED BY STATE FARM FROM PUERTO RICO**

**PUERTO RICO** – November 17, 2009 - Telemundo Communications Group, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world, Billboard, the world's most trusted music brand, and The Puerto Rico Tourism Company announced today that they reached an agreement to hold the 2010 Billboard Latin Music Awards Presented by State Farm in San Juan at the Coliseo de Puerto Rico José Miguel Agrelot, on April 29th, 2010. Billboard also announced it will move its Billboard Latin Music Conference to Puerto Rico to coincide with the live show.

Following are some of the comments from Latin music artists, who offered their reaction in regards to the 2010 Billboard Latin Music Awards Presented by State Farm live from Puerto Rico.

"My island has always been witness to important musical events and for it to be the location for the 2010 Billboard Latin Music Awards brings great pride to our culture." - Ricky Martin

"I think it's an inspiring decision that the Billboard Latin Music Awards is celebrated in the island. I plan to be there. Puerto Rico – I love you!" – Paulina Rubio

"I celebrate with great joy the fact that Puerto Rico will be the location for the Billboard Latin Music Awards; all the music in the region, in the island of music. Go Puerto Rico!" – Juanes

"Music and my beautiful Puerto Rico will be the great protagonists of the Billboard Latin Music Awards. I am proud that once again we'll make history before the world" – Luis Fonsi

"It's great that the awards will take place in Puerto Rico! Puerto Rico is a marvelous land, full of hospitality, happiness, and great music. It's the Pearl of the Caribbean; it's always great to visit there and they always welcome us in an incredible manner! Congratulations." Alejandro Fernandez

"In my career, Puerto Rico and Billboard have been two very important pillars; now for the first time they join in the production of such prestigious awards for Latin music. The best wishes for April of this year" – Myriam Hernandez

I feel very proud that my island has been selected for the production of the Billboard Latin Music Awards. We'll try to be the best hosts so that artists, as well as the industry and the media alike feel right at home in Puerto Rico. We want to present a show like no other, in tune with the music we represent." - Chayanne

"What great news, the Billboard Latin music awards in the island. Puerto Rico is a very special land for me, I'm sure that they will be historic; long live Puerto Rico." – Enrique Iglesias

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### **About Billboard**

Now in its 115<sup>th</sup> year, Billboard is the world's premier music brand consisting of Billboard magazine, Billboard Events and Billboard.com - the online destination of choice for millions of music fans. The Billboard brand is built on its exclusive charts and unrivaled reporting on the latest news, issues and trends across all genres of music. The brand reaches tens of millions of consumers daily through many strategic relationships with major companies, including Reuters, SanDisk, Telemundo, Ticketmaster, Microsoft Zune, Napster, MTV, Google, Virgin Mobile, AT&T, SonyBMG, Amazon, and sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These relationships leverage Billboard's brand recognition, proprietary chart data and information resources to develop products, live events and print, television, radio, digital and mobile platforms for music consumers.

### **About Telemundo**

Telemundo Communications Group ("Telemundo"), a division of NBC Universal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events reaching 93% of U.S. Hispanic viewers in 210 markets through its 15 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching over 30 million U.S. TV households nationwide on digital and analog cable, satellite and free television; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and [www.telemundo.com](http://www.telemundo.com) <<http://www.telemundo.com/>> and [www.holamun2.com](http://www.holamun2.com) <<http://www.holamun2.com/>>; and Telemundo Internacional, the company's international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

### **About The Puerto Rico Tourism Company**

Puerto Rico is a premier Caribbean destination that blends spectacular natural settings, with a cosmopolitan metro life. The island caters to a wide variety of markets through numerous activities, attractions, natural resources and hotels. Each region has its own charm from resort life and El Yunque rainforest in the eastern side, to surfing, adventure, and scuba diving on the west coast, to white sand beaches and vibrant sophisticated cultural and entertainment scene in the San Juan Metro area. During a short stay, travelers may walk through 500 years of history in Old San Juan, hike through a dry forest and a rainforest, savor local and international culinary cuisine, go deep fishing or enjoy a show by international stars at the Puerto Rico José Miguel Agrelot Stadium. The capital's Luis Muñoz Marín International Airport is the principal hub of the Caribbean and the largest cruise ship home port making travel to Puerto Rico easy and fast. No passport is required for U.S. citizens and year round offers are available throughout the island's hotels and small inns.

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