



FOR IMMEDIATE RELEASE
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KNSO Telemundo Fresno Improves Signal and Expands Coverage

Fresno, CA – KNSO Telemundo Fresno announced that they are improving their signal and broadening their coverage area effective December 31, 2009. The antenna used to transmit the Telemundo Fresno signal will be upgraded from 7 kilowatts to 45 kilowatts allowing for increased reach. The new signal travels as far as Modesto in the north valley and to McFarland in the south valley.

As a result of this improvement viewers who receive their television signal from an antenna will need to rescan their digital converter boxes beginning December 31 at 7am in order to continue to see Telemundo Fresno.

"We are excited to upgrade and broaden our frequency in the Merced/Fresno/Visalia area, and throughout the California Central Valley. The ability to serve our community with quality programming and entertainment will allow us to be great leaders within our Hispanic community and further demonstrate our commitment to our viewers," said Manuel Cervantes, General Manager of Telemundo Fresno.

For more information viewers may contact Telemundo Fresno at (559) 252-5101 or visit www.fresno.holaciudad.com/contenidos/home.html

KNSO Telemundo Fresno is operated by ZGS Communications, a Hispanic-owned media company headquartered in Arlington, Virginia that owns or operates 13 Spanish-language television stations, representing the largest group of independent stations affiliated with the Telemundo television network. KNSO prides itself on its commitment to service, local programming, and the celebration of Hispanic heritage. Telemundo, a U.S. Spanish-language television network is the essential entertainment, news, and sports source for Hispanics and a leading international player in the entertainment industry with presence in more than 100 countries worldwide. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic viewers in 210 markets. Visit KNSO on www.holaciudad.com, a Spanish language web portal which features local news, community information and resources, and city guides.

