



Information Update

HombreTV.com To Support The World Boxing Council (WBC) And To Expand Coverage of the Sport of Boxing

Los Angeles, CA June 19, 2008 - Hombre Media, Inc. announced today that it will be supporting the work of the World Boxing Council, (WBC), and expanding Internet and broadcast coverage of high-quality boxing and boxing related programming world-wide.

The WBC, headquartered in Mexico City, is the largest and most prestigious sanctioning body in the boxing industry. With affiliations in 161 countries and associations with 9 Continental Boxing Federations, the WBC is the leading institution in the World of Boxing. They have initiated changes and reforms that have lead to unprecedented levels of safety, fairness, medical research, the fight against drugs, opportunities for boxers and decisive leadership against apartheid for human equality for the betterment of boxing.

Initiatives are focused in the following areas:

- Web casting WBC events, such as "WBC Cares" on HombreTV.com
- Live boxing events
- Original programming: boxing events, boxing-related subjects such as current champions, boxing legends, retired boxers and general interest stories
- Amateur boxing events
- Positive opportunities for boxers and health and medical help

Jose Sulaiman, President of the WBC said: "We are in the HombreTV Corner and have always supported the work that Alex Ramos has done to benefit boxers all over the world. We confirm our support for the positive efforts HombreTV.com will be bringing to the sport of boxing and we look forward to working with them."

Alex "The Bronx Bomber" Ramos, Director of the HombreTV Special Committee for Boxing, and the Founder of the Retired Boxer's Foundation said, "We are pleased to be working closely with the WBC, who has an outstanding and well-documented history of supporting boxers for the betterment of the sport. HombreTV supports the work of the WBC and will help promote its message to boxing fans around the world."

About The World Boxing Council

Headquartered in Mexico City, the WBC is the largest and most prestigious sanctioning body in the boxing industry. With affiliations in 161 countries and associations with 9 Continental Boxing Federations, the WBC is the leading institution in the World of Boxing. The WBC is committed to promoting uniformity, safety and fair competition at all boxing events.

For more information about the WBC, please visit: www.wbcboxing.com.

About HombreTV.com

HombreTV.com is the first inter-active bi-lingual platform for Hispanic men featuring a wide-range of culturally relevant entertaining, informative and inspirational programming dedicated to serving the needs of the bi-lingual Hispanic male. Programming will feature a unique blend of original programming, exclusive boxing events, reality shows, how-to shows, contests, concerts, comedy and will also function as a user-generated platform for in-coming videos. In addition, HombreTV is developing a social networking platform that will give Hispanic men the opportunity to network at its Web site. HombreTV.com will also be offering a companion Video On Demand (VOD) service.

For more information, please call Brian Vermeire, Director of HombreTV.com General Operations at 323.316.8064, or email at BrianV@HombreTV.com. Please visit www.HombreTV.com.