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FEATURE

Su Secreto Para El Éxito Financiero Your Secret To Financial Success



SPI-tv Media Group in conjunction with Mas Communications (both Chicago companies) has produced a Spanish-language TV show pilot called "Mi Dinero, Mi Futuro," (translated as "My Money, My Future") which is targeted towards Latinos here in the U.S.

Although many Latinos are working to integrate successfully into the U.S. financial system, there remains a staggering need for greater emphasis on financial awareness in the Hispanic community. Hispanics are projected to spend over \$926 billion this year, yet research shows they have less understanding and experience managing personal financial matters compared to the average non-Hispanic consumer.

"Mi Dinero, Mi Futuro" will address these issues head-on with experts in personal finance as well as special segments on business finance, real estate and other consumer financial needs.

The show is being shopped around and has generated great interest with local television as well as financial institutions that want to be a part of the resources and pool of experts that will be called upon to offer answers and advice.

[//www.spi-tv.com](http://www.spi-tv.com)
[//www.mascommunications.tv](http://www.mascommunications.tv)

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FEATURE



John Condon

The Apple Does Not Fall Far From The Tree: Star Awards...

— 2/25/2008

Not unlike most college students, John Condon had no idea what he wanted to do when he graduated from college. Sure, now he's the chief creative officer...

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A Real-Time Interactive Session between New York and San...