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Davis named COO - Hispanic Services.

WorldBand Media Inc. has appointed veteran broadcast executive Carey Davis to the newly created position of Chief Operating Officer, Hispanic Services.

Prabha Selvadurai, CEO and founder of WorldBand Media, said Mr. Davis will lead the launch of a new Spanish-language satellite radio channel on SiriusXM. The Hispanic Talk Radio format on SiriusXM satellite radio channel 145 will target a potential audience of 50 million Hispanic Americans.

"I am delighted to welcome an executive of Carey's caliber to WorldBand Media," Mr. Selvadurai said. "Satellite radio and the Hispanic market are very important to our growth strategy, and Carey has the leadership qualities and track record that will ensure fantastic service for our Spanish language audiences. This appointment is an important validation of WorldBand Media's strategic vision and commitment."

Mr. Davis will also serve as Senior Vice President of Business Development for WorldBand Media.

In accepting the COO role with the company Mr. Davis said, "The launch of our SiriusXM channel along with WorldBand Media's aggressive plans in other multicultural media products puts me exactly where I want to be - where the action is. I'm both grateful and excited to be working with the WorldBand Media family."

Mr. Davis is former Vice President and General Manager of Univision Radio, New York. Previously, Mr. Davis served as Vice President of Multicultural Ad Sales for ABC Radio, and as Vice President and General Manager of the Spanish Broadcasting System