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NEW CHILDREN'S MAGAZINE TO DEBUT IN JANUARY IN SPANISH-LANGUAGE NEWSPAPERS NATIONWIDE

(SCOTTSDALE, ARIZONA, AUGUST 28, 2007) – The creators and publisher of *Iguana*, the acclaimed educational magazine for Spanish-speaking children, announce the publication of a new, exciting, free children's magazine ¡YO SÉ!

¡YO SÉ! will enthrall readers with original Spanish-language articles about popular culture, celebrities, upcoming movies and television shows, short stories, the animal kingdom, biographies and interviews with Latino personalities, features on young Latinos who are making a difference in society, comics, reviews and much more.

More than 42 million Hispanics live in the United States. One out of every three Hispanic Americans is under the age of 18, and nearly 45 percent are less than nine years old (US Census 2000). Despite this sizable potential audience, there is not a free standing insert magazine for Spanish-speaking children in the United States — until now. ¡YO SÉ! will be freely distributed in Spanish-language newspapers in Los Angeles, Chicago, Orlando and South Florida (Broward/Palm Beach counties) with a monthly distribution of over 750,000 copies and a readership of over 2.1 million.

¡YO SÉ! is the creation of a bicultural family. Editor and Publisher Christianne Meneses Jacobs, who moved from Nicaragua to California at the age of 17, is an elementary school teacher with a Master's degree in education. She is also the editor and publisher of *Iguana* magazine. She is knowledgeable about the variety of Spanish-language reading materials available. More importantly, as the mother of two bilingual, bicultural, biracial daughters, she realizes the pressing need for an exciting, interesting and topical magazine that can be used by parents to encourage their children to preserve the Spanish language and prepare them for jobs in the 21st century global economy. "Proficiency in Spanish is not only a matter of cultural pride, but a necessity in today's world," says Meneses Jacobs. "Our Latino children need to stand out and have a competitive advantage in the market place."

¡YO SÉ!, debuting nationwide in early 2008, is a full color, 16 page glossy magazine with only five pages available for kid-friendly advertising.

For further information on ¡YO SÉ!, including advertising rates, visit its web site www.YoSeMagazine.com or contact the magazine via email at magazineinfo@earthlink.net or by mail: ¡YO SÉ! c/o NicaGal, LLC., P.O. Box 26432, Scottsdale, AZ 85255. ¡YO SÉ! is published by NicaGal, LLC.

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