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AOL Latino Launches New Expertos (Experts) Program with Well-Known Leaders in Latino Women's Issues, Yasmin Davidds and Renowned Money & Success Specialist, Dr. Camilo Cruz



Dulles, VA--(HISPANIC PR WIRE - BUSINESS WIRE)--October 10, 2005--AOL Latino [serving 1.8 million Latino subscribers in the U.S.] is expanding its programming to launch a new self-help feature called Expertos (Experts). The new program will include the advice of well-known expert in Latino women's issues, Yasmin Davidds and renowned Money and Success specialist, Dr. Camilo Cruz.

Whether striving to realize a career objective, discover how to deal with life's everyday blunders, or get a better handle on personal finances, the new Expertos' experience will offer effective ideas and tactics to inspire, motivate and reach desired goals. In addition, the program will feature a host of online tools, resources and information, such as planners, message boards, video Q & A's, chats and more.

"AOL Latino's mission is to empower its members with the best and most informative content available online," says Llavonne Luquis, Director of Programming, AOL Latino. "We are delighted to have Yasmin Davidds and Dr. Cruz on-board; both bring a vast amount of knowledge and expertise in their respective areas and we are confident that they will provide our members with the information they need to better their everyday lives."

The new life-improvement experience will be available at AOL Keyword: Salud (Health) for Davidds and KW: Dinero y Exito (Money & Empowerment) for Dr. Cruz. As part of this ongoing program, AOL Latino will be expanding its roster of Expertos in the coming months.

About the AOL Latino Experts:

-- Dr. Camilo Cruz is an international best-selling author and one of the most prolific Latino author in the US. Sales of his 20 books and audiobooks approach one million copies and his recent book *La Vaca* received the Latino Book Award a best Self-Help book in Spanish. Dr. Cruz is a favored motivational speaker who coaches businesses and organizations on personal development, business excellence and leadership. Through his AOL articles, chat sessions and responses to specific member questions, Dr. Cruz will offer action-oriented strategies that can be quickly implemented to achieve personal and professional goals. Dr. Cruz will share with businessmen and entrepreneurs those same ideas and strategies that lead him to create three successful companies.

-- Yasmin Davidds is a recognized speaker, author, and expert in Latino women's issues. Since 1989 she has counseled thousands of young Latinos and Latinas, and has been an advisor to over 1,750 Hispanic students from the junior high school to the university level. At AOL Latino, Davidds will answer member questions on a bi-weekly basis. Davidds will also share articles from her latest book, "The Latinas Seven Principles," an innovative system created to teach Latinas to love and trust themselves and to find the strength to make crucial life decisions.

About AOL(R) Latino

AOL Latino, the only bilingual Internet service provider for U.S. Hispanics, offers comprehensive Spanish product features such as toolbar, menus, Parental Controls, and Homework Help. AOL Latino also provides Spanish language content including U.S. and Latin American news, financial tools, the latest in music, entertainment, personal finance, sports, fashion and beauty, as well as access to all the existing content available on the English language AOL service for no extra cost.