

## FindingDulcinea Launches Spanish-Language Versions of Its Web Guides

findingDulcinea Directs Bilingual Spanish Speakers to the best  
English-Language Web Resources

NEW YORK, May 1 /PRNewswire/ -- FindingDulcinea  
([www.FindingDulcinea.com](http://www.FindingDulcinea.com)<<http://www.FindingDulcinea.com>>),

Librarian of the Internet, today announced the launch of the groundbreaking,  
Spanish-language versions of its Web Guides.

FindingDulcinea is the best place to start Internet research on any  
subject. Its Web Guides are a series of more than 400 narrated guides to  
hand-selected, credible Web sites, presented in context, with insights and  
research strategies.

FindingDulcinea has translated into Spanish six of its Web Guides: "How to  
Search the Web," "Health," "U.S. Politics," "Immigration," "Cinco de Mayo" and  
"Survival Guide to New York City." FindingDulcinea plans to add more  
Spanish-language Web Guides in the future, based on user feedback.

The AOL Latino 2006 Hispanic Cyberstudy revealed that only 15 percent of  
U.S. Hispanic Internet users read online content in Spanish only, with most  
users switching back and forth between English and Spanish. Says Juan Tornoe,  
publisher of HispanicTrending.net, a Latino Marketing & Advertising Blog,  
"Even Hispanic Internet users who are completely comfortable accessing  
English-language content may prefer to read explanatory information in  
Spanish."

"FindingDulcinea was created because most Internet users cannot easily  
find credible, comprehensive information online," said Mark E. Moran, Chief  
Executive Officer of findingDulcinea. "Our newest offering explains to  
Hispanic users, in their own language, how to find the best English-language  
Web sites on any topic."

A March 2007 survey by Pew Hispanic Center reveals that, while more than  
75 percent of Hispanics in the United States who consider themselves bilingual  
use the Internet, only 32 percent of those who consider themselves  
Spanish-dominant do so. FindingDulcinea's Web Guides in Spanish are an  
excellent tool to help address this digital divide.

An October 2007 eMarketer study revealed that the current number of U.S.  
Hispanics online hovers around the 20 million mark and is expected to grow 21  
percent over the next three years to 24.4 million in 2011.

To visit findingDulcinea's Spanish-language Web Guides, go to  
<http://www.findingDulcinea.com/Spanish.html> .

## About findingDulcinea

FindingDulcinea (<http://www.findingDulcinea.com>) is a human-powered alternative to algorithm-driven search results. It offers users a three-pronged approach to efficiently discovering credible information online. Its core offering is a series of hundreds of narrated guides to hand-selected, credible Web sites, presented in context, with insights and research strategies.

## About Hispanic Trending

Hispanic Trending (<http://hispanictrending.net>) focuses on the U.S. Latino Market. It features news and commentary related to Hispanic marketing and advertising, as well as links to the most relevant Hispanic sites, organized by category.

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