

NUVOtv Announces Development Deal with Mario Lopez

Written by Australian Business

LOS ANGELES, Nov. 22, 2013 /PRNewswire/ -- NUVOtv, the premiere English-language network created for the modern Latino audience, today [announced](#) that the network has entered into an overall [development](#) deal with actor, host and television personality Mario Lopez. NUVOtv ordered a second season of Mario Lopez One-on-One, and greenlit a sizzling new series, Salsa in the City (working title). Mario Lopez will also develop three new series projects for NUVOtv. Lopez's development efforts for NUVOtv are exclusive in regards to Latino-oriented [programming](#) in English.

NUVOtv's 2014 original programming slate will feature Lopez's Salsa in the City (working title), an irreverent competition show that combines dating and dance within the wildly popular salsa dance scene. The show is set to premiere Q2 and is executive [produced](#) by Mario Lopez, Mark Schulman of 3 Arts Entertainment and Gil Lopez of Gordo Entertainment in association with JAAM Productions for NUVOtv. Mario Lopez, Mark Schulman and Gil Lopez currently executive produce Mario Lopez One-on-One, an interview format show, hosted by Lopez, featuring top Latino talent including Eva Longoria, George Lopez, and Gloria Estefan.

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, and Kat Von D, among many others.

Lopez had this to say about the deal, "I'm absolutely thrilled to expand my relationship with NUVOtv through this development deal. My creative goals are totally aligned with NUVOtv's commitment to deliver culturally relevant programming for the English-speaking Latino audience."

NUVOtv also announced sponsorship deals with Mars Wrigley and Virgin Mobile who have both signed on as sponsors of Salsa in the City (working title), while season two of Mario Lopez One-on-One is supported by advertisers AT&T, GEICO and US Army.

About NUVOtv
NUVOtv (www.myNUVOtv.com) is the premiere English-language entertainment network created for Modern Latinos, embodying the spirit and multi-dimensional lifestyle of the modern Latino audience. Providing original, Latino-inspired entertainment and lifestyle programming, NUVOtv is available in more than 32 million homes nationwide with major distribution partners: AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FIOS. The network is widely available in all top Hispanic DMAs and most major US markets including Los Angeles, San Francisco, Miami, Chicago and New York.

Iconic superstar and powerhouse entrepreneur, Jennifer Lopez serves as NUVOtv's Chief Creative Officer collaborating closely with the network on programming strategy, creative elements, production and marketing.

SOURCE NUVOtv

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