



For more information, contact: Natalie Judd, 203.389.5223, njudd@dex-p.com
Wilson Guzman, 646.747.8821, wguzman@dex-p.com

FOR IMMEDIATE RELEASE

V-me Adds 7Pets to Kids Programming Lineup

U.S. premiere of popular Spanish program coming April 7

NEW YORK, March 17, 2008 – V-me adds another U.S. premiere on April 7th to its award-winning, education-based **V-me Niños** preschool lineup. **7Pets**, uses puppets, 3-D animation and live action sequences to entertain viewers 2-8, while reinforcing curiosity, diversity and tolerance.

7Pets is a product of Pets Entertainment and is distributed worldwide by Ypsilon Films. The teams behind Pets Entertainment have also created the special effects for the Spanish blockbuster, “Mortadelo and Filemon’s Great Adventure” for which they won a GOYA award (Spain’s equivalent to the Oscars).

“In bringing **7Pets** to the U.S. our aim was to establish partnerships with the strongest children’s television platform to build the brand,” noted Roberto Mitrani, managing director, Ypsilon Films. “Through this partnership with V-me we will develop strong nationwide promotional strategies.”

With this alliance **7Pets** will become the European puppet show with the highest potential viewership in the US Hispanic market.

7Pets follows the adventures of seven baby animals who live in a cave and learn from each other the values of teamwork, confidence, courage, dedication, acceptance, and friendship. Every episode presents a challenge – like building an animal tower or reducing water use – and a life lesson underscoring that learning is fun and interactive.

7Pets joins V-me’s regular 5-hour daily children’s block. Other titles seen in **V-me Niños** include: **Jim de la Luna, Las Tres Mellizas Bebes, Los Pies Magicos de Franny, Los Hoobs, Kipper, Cyberchase, Connie La Vaquita, Plaza Sesamo, and the newly added Noukey & Friends.**

V-me is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities and nationally on DIRECTV and DIRECTV Más channel 440, DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for time and date in your local market or www.VmeTV.com for more information.

About V-me

V-me, the new national network partnered with public TV, engages America's Latino families in Spanish, with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and movies. The 24-hour network, with broadcast and digital carriage reaching 45% of all U.S. Hispanic TV households, is America's largest Spanish digital channel and the fastest out-of-the-box sponsor-supported network in U.S. Hispanic media history. V-me is made available to DIRECTV by Educational Broadcasting Corporation, one of its founders and creator of some of public TV’s most popular programs. To find out more, visit www.VmeTV.com.

About Ypsilon Films

Ypsilon Films is a company that distributes kids and fictional shows. It is the world distributor of **7PETS** and it’s in charge of the show’s marketing strategy together with Pets Entertainment, a

leading Spanish company on puppets-based programs formed by: Caja Madrid (the fourth financing entity in Spain) and Muñecos Animados Román y Cia.

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