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**V-ME RIDES DIGITAL TRANSITION TO RANK AS 4TH LARGEST US HISPANIC BROADCASTER**

*Two-year-old network now available in 70 percent of all U.S. Hispanic TV HH's*

**NEW YORK, June 12, 2009** – V-me today solidifies its claim as the 4th largest U.S. Hispanic broadcaster of any kind – after only Univision, Telemundo and Telefutera. With nearly 40 digital affiliate broadcast channels, V-me now has full over-the-air distribution in every one of its affiliate markets.

Those digital broadcast homes, added to V-me's basic cable carriage in those same markets, plus the network's nationwide satellite distribution in the basic and Hispanic packages of both DirecTV and DISH network, as well as coverage via Verizon FiOS and AT&T U-verse, puts V-me in 70 percent of all U.S. Hispanic TV Households.

Since launching in 2007, V-me has surpassed all existing Spanish cable channels to become the fastest-growing Spanish network in history. In addition to its broad national reach, V-me's diverse programming offer has brought new viewers to Spanish TV. New consumer profiles from Simmons show that V-me delivers diverse, highly-desirable Latinos who are not watching other Spanish networks.

"Today we're proud to call V-me not only the fastest-growing Hispanic network, but the 4th largest," said Carmen DiRienzo, president and CEO, V-me. "V-me was an early adopter of digital television, because we anticipated the day would come when we could give more Latino families free access to our quality content."

**About V-me**

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour digital network, partnered with public television stations, is currently available in 70% of all Hispanic homes - rising to 80% by year end. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit [VmeTV.com](http://VmeTV.com).

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