



**For more information, contact:**

Natalie Judd, 203.389.5223, njudd@dex-p.com or Wilson Guzman, 646.747.8821, wguzman@dex-p.com

**For Immediate Release**

**New York Times News Service Teams with V-me  
for Spanish Television Venture**

*Two Media Companies Collaborate on Weekly News/Entertainment Magazine,  
Paginas del New York Times*

**NEW YORK, January 31, 2008** – V-me is working with The New York Times News Service to bring *The Times's* content into the Hispanic television market for the first time. The two media companies will collaborate on a new weekly program called **Páginas del New York Times**.

With **Páginas del New York Times**, V-me draws on the world-renowned journalism of The New York Times, and selects topical stories and features covering global politics, lifestyle, economics, culture and entertainment - all presented from a U.S. Hispanic perspective.

The fast-paced, engaging program, hosted by well-known journalist and presenter Marian de la Fuente, debuts on V-me on March 1. V-me has commissioned leading international production company, Plural Entertainment, to produce the series for the network.

"V-me is a mirror reflecting the issues and interests of US Latinos, but it is also a window on the world, bringing Hispanics information and insights into stories that are important for all Americans," said Carmen M. DiRienzo, president, V-me. "**Páginas del New York Times** fits perfectly with V-me's mission to collaborate with world-class media companies in bringing the best content available to America's Latino families."

V-me is presented locally by public TV stations and carried on basic digital cable, digital broadcast in many cities and is nationally broadcast on DIRECTV and DIRECTV Más channel 440, DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for times and dates in your local market or visit [www.VmeTV.com](http://www.VmeTV.com) for more information.

**About V-me**

V-me is a new national network, partnered with public TV, which 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 nightly 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 the first venture of the media production and distribution company, V-me Media Inc. To find out more, visit [www.VmeTV.com](http://www.VmeTV.com).

###