

V-me Adds *NumberJacks: Los Supernúmeros* to Award-Winning Kids Lineup

Global Pre-School Hit Builds Early Math Skills – in Spanish

NEW YORK, January 22, 2009 -- **V-me**, America's fastest growing Hispanic network, expands the best Spanish-language pre-school offer on US television with the addition of ***NumberJacks: Los Supernúmeros*** to its daily **V-me Ninos** block.

Named "Best Educational Program" in both 2007 and 2008 by the prestigious Royal Television Society, and a favorite with kids and parents in over 40 countries, the hit series from Open Mind Studios and the BBC joins V-me's collection of Emmy, Peabody, and Bafta Award winners. As the exclusive U.S. home for ***NumberJacks: Los Supernúmeros*** in Spanish, V-me airs the series weekdays at 12:30pm (ET).

NumberJacks: Los Supernúmeros combines fun, thinking skills, and math concepts in an entertaining package, as a team of young animated superheroes — the numbers 0 through 9 — have adventures and solve problems in the real world. Each program is structured as a scientific investigation, and designed to give young viewers a positive attitude towards math that will last a lifetime. The learning in ***NumberJacks: Los Supernúmeros*** covers a wide range of topics: counting, shapes, measurement, movement, positions, patterns and problem solving.

"***NumberJacks: Los Supernúmeros*** is a great addition to V-me's line-up," said Guillermo Sierra, **V-me's** chief content officer. "It brings solid pre-math education that complements our science, literacy, health and social curriculum — but wrapped in a highly popular and entertaining format, like all our children's shows. "

Every week, **V-me** broadcasts more than 36 hours of world-class kid's programming, with a special family block on weekends. **V-me Ninos** is the most widely distributed block of children's programming available on US Spanish TV.

Already reaching over 50% of US Hispanic TV Households, **V-me** is presented locally by public TV stations in many cities as a digital broadcast and on basic digital cable, and is carried nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISHLatino Ch. 846. For specific local channel information, visit [www.VmeTV.com](http://www.vmetv.com/)

About V-me

V-me 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 network, partnered with public television, is America's largest Spanish digital channel. 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://www.VmeTV.com)