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FOR IMMEDIATE RELEASE

V-me, First National Spanish TV Network to Partner with Public Television

V-me is first initiative of V-me Media, Inc; launches March 2007

NEW YORK, January 7, 2007 – Beginning in March 2007, V-me, a new, national Spanish-language television network will bring a new kind of quality entertainment to Latino viewers, featuring the best of public television. Through its relationships with world-class content producers and a unique partnership with American public television stations, V-me (pronounced "veh-meh") will offer a fresh alternative in Spanish television that engages, entertains, empowers and inspires its viewers. V-me is the first venture announced by newly formed media production and distribution company, V-me Media Inc. The network launches as a 24-hour digital broadcast network presented by public television stations and carried on basic digital cable and satellite.

"All across the country, Latinos want more from media – more visibility, more quality and more choices," said Carmen DiRienzo, president of V-me. "V-me provides intelligent entertainment that explores interests and issues Hispanics share with all Americans, and connects the many diverse Latino communities across the country."

V-me is programmed for the more than 30 million bi-lingual and Spanish-language dominant US Latinos, and will launch with station partnerships in major Hispanic markets including New York, Miami, Los Angeles, Houston, Chicago, San Francisco, San Antonio, Albuquerque/Santa Fe, Harlingen, San Diego, Sacramento, Fresno, Denver, Tucson and Orlando. At launch, V-me will be in markets representing more than 60 percent of all U.S. Hispanic homes and carried in approximately 24 million U.S. homes. Within its first year, V-me expects to grow its distribution to 50 million homes.

As a digital, multicast channel of its presenting stations, V-me will be included in the basic digital service of cable companies across the country. Public broadcasters receive V-me at no cost and can customize certain segments of the service with select local content. This unique partnership gives V-me an existing local presence, with cross-promotion, grassroots activities and relationships with educational and cultural institutions.

The name V-me comes from the Spanish *ve me*, which means *see me*. "This name speaks volumes," says Mario Baeza, Founder and Executive Chairman of V-me. "Latinos contribute so much to our country, culturally and economically. Yet quality programming in Spanish that reflects that experience, showcases those contributions, and entertains and educates our families, is sorely missing from the landscape. Through V-me, investors can do well for their businesses while doing good for the community. Few investments allow you to meet these two missions simultaneously and V-me is solid on both fronts."

V-me's programming features a mix of original productions, exclusive premieres and acquisitions, and the best of public television adapted for American Latinos. Content is broadly organized into four main categories:

- **Kids** – High-quality Spanish-language preschool programs, educational online resources for children and parents, and local activities;
- **Lifestyle** – Latino-focused food, travel, design, home and self improvement, parenting, health and well-being;
- **Factual and current affairs** – Intelligent entertainment and opinions: history, technology, nature, current affairs, news and biography
- **Movies and special events** – Contemporary Spanish-language films every night, plus international concerts and special events

V-me has already established content and co-production relationships with production powerhouses including the leading PBS producers WGBH and Thirteen/WNET in addition to BBC Worldwide, Sesame Workshop, HiT Entertainment, Alliance Atlantis, and many others. The network will feature original programming in pre-school, lifestyle, factual and current affairs and launches with a nightly original interview and public affairs program, *Viva Voz*.

V-me is a multi-platform environment with a robust website presenting issues, forums, content and resources for Latinos. In the largest sense, V-me is creating an on-air and off-air community for everyone who seeks more options from Spanish-language media.

“Public television exists to serve the American public, and Latinos and Spanish-speakers are an increasingly significant part of that public. With V-me, public broadcasters are able to fulfill their mission and serve this vitally important new audience,” said William F. Baker, Chief Executive, Educational Broadcasting Corporation. “An endeavor this significant could not be created by public broadcasters or private investors alone. Through this unique partnership, public television brings hundreds of hours of high-quality, exclusive programming to America’s Latino families.”

V-me Media, Inc. is a media company formed to create and distribute the best quality content for Hispanics in the U.S. and internationally. The company is a partnership of PBS flagship, Thirteen/WNET New York, and private investors, led by The Baeza Group and including Syncom Funds, both of which specialize in investing in media companies to reach underserved markets. Company revenues will come from the development and launch of strategic partnerships, the international syndication of its originally produced and co-produced programs, and sales of post-broadcast products such as DVDs and other program related products.

Additional information about V-me can be found at www.V-me.tv

About Educational Broadcasting Company (EBC): headquartered in New York City, EBC is the parent company of public broadcasters Thirteen/WNET and WLIW New York, America’s most-watched public television stations. Both stations are major producers of programming for the Public Broadcasting Service (PBS) seen on public television stations across the country. In addition to its well-known analog channels, EBC is the provider of six digital public television services. EBC also provides a wide range of educational outreach and online programs at the local, national and international levels.

About The Baeza Group: The Baeza Group is one of the premier Hispanic-owned merchant banking firms focusing on investments in the U.S. Hispanic market, as well as in Latin America. The Baeza Group has broad holdings in media, real estate, and the music industry in the United States and private equity investments in food, retail and financial services in Brazil, Argentina and Mexico.

About Syncom Funds: Established in 1977, SYNCOM provides early-stage growth capital primarily to entrepreneurs targeting under-served markets. Currently, SYNCOM manages a group of telecommunications venture capital funds that have capital in excess of \$400 million and were original investors in BET, TV One, SiTV and Radio One.