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V-me: Zero to Sixty in Under Two Years.

***Network Marks Anniversary with reach in 60 percent of Hispanic USA
and 50 Million Total TV HH's***

NEW YORK, March, 5 2009 -- Just two short years after its launch in March, 2007 - a powerful content offer and an innovative distribution strategy tied to the digital transition have catapulted the V-me TV network to the top rank of America's Hispanic TV options.

In 35 U.S. markets, V-me is both a free over-the-air digital broadcast and a basic digital cable channel, as a result of its partnership with public television stations. In addition, V-me is carried nationally via satellite in both the basic and Hispanic packages of Dish Network and DirecTV.

As a result, V-me's fresh mix of world quality pre-school, lifestyle, music, current affairs and entertainment in Spanish now reaches nearly 8 million Hispanic homes – 60 percent of all Hispanics – and more than 50 million U.S. TV Homes in total.

After the official digital switchover in June, V-me's Hispanic penetration will reach 70 percent, rising to 80 percent by the end of 2009, where it joins Univision, Telemundo and Telefutera as the only Hispanic Networks with more than 80 percent penetration.

"V-me's growth and impact on Spanish TV is historic," said Carmen DiRienzo, V-me President and CEO. "V-me launched with a promise to bring a quality national alternative to America's Latino families, and we have kept that promise."

Among the young network's other achievements:

- V-me on iTunes - where the network is the second-largest presenter of Spanish-language content.
- Partnerships with *The New York Times*, National Geographic, *elgourmet.com*, *Billboard Magazine*, *impreMedia*, *terra.com*, Meredith, and others.
- The biggest, most widely distributed educational pre-school programming offer anywhere on Spanish TV.
- The *PARTICIPA 2008* campaign for civic engagement, which led all Spanish networks in primetime hours devoted to election coverage, and the *Honor Hispano* multiplatform initiative highlighting Hispanic Heritage and military service.
- The launch of V-me Movil mobile services
- International expansion via sales of original programming.

- Integrated on-air, off-air, online sponsorships, and a roster of 30 blue chip advertisers.

“Innovative marketing and advertising solutions that cross all platforms have become V-me’s specialty,” said V-me SVP and Director of Sales Frank Donaldson. “In last year’s upfront, V-me promised to over-deliver on creative ideas to advertisers and agencies, and our success is a testament to that promise.”

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 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

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