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**V-me Names Frank Donaldson Senior Vice President
and Director of Ad Sales**

Former Univision Executive Tapped for America's fastest growing Spanish digital network

New York, February 29, 2008 – V-me, America's fastest growing Spanish digital television network, announced today that Frank Donaldson has been named Senior Vice President and Director of Sales. Donaldson will be responsible for all national advertising and sponsorship revenue for V-me, overseeing all sales operations and the expansion of the national sales team. Donaldson will be based in New York and report directly to V-me President, Carmen DiRienzo.

"V-me's rapid growth and wide acceptance in the Latino community has heightened our need for a broad national sales effort," said Carmen DiRienzo, president, V-me Media, Inc. "Frank's solid experience in national sales and his deep connections to U.S. advertisers helped Univision increase its sales efforts exponentially. As V-me enters its second year we are well positioned for Frank's leadership and experience selling in the U.S. Hispanic market."

Frank Donaldson is a 20-year broadcast sales veteran serving most recently as the Senior Vice President National Sales for Univision/Telefutera where he led national sales teams and directed new business development for multiple offices. During his time with Univision he provided strategic guidance for national sales, worked closely with agencies and clients, developed cross-platform solutions and initiated best practices throughout the corporation. Before Frank launched a long tenure in the U.S. Hispanic market, he started his broadcast sales career at WSVN in Miami where he led in new business development and was recruited by the national TV rep firm Telerep before joining Univision 1995.

"I'm excited about this opportunity because unlike many other Hispanic networks, V-me has great programming, strong distribution and an amazing environment for advertisers to reach Latino consumers," said Donaldson. "These three elements combined give V-me, its advertisers and its viewers a winning position in 2008 and beyond."

About V-me

V-me is a national Spanish network, partnered with public TV, which offers 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. 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.

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