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For Immediate Release

V-me Serves Up New Food Block

Popular cooking shows from Latin America's elgourmet.com network make U.S. Debut

NEW YORK, November 14, 2008 — **V-me**, America's fastest growing Hispanic TV network dishes up an all-new food lineup in November, with the U.S. debut of original shows from popular Latin American food network **elgourmet.com**, a channel produced by Argentina-based Pramer SCA. With engaging personalities, tips and techniques from top Latin chefs, recipes and more, the daily block on **V-me**, [La Hora elgourmet.com](http://LaHora.elgourmet.com), is a fresh approach to Spanish-language food and lifestyle television.

"Good food is at the center of every Latin home," says Carmen DiRienzo, president and CEO. "V-me is excited that Latin America's premier food programmer is joining our family of world-class content partners to bring even more exclusive lifestyle content to our national audience."

"It's an honor to be part of V-me's prestigious programming. We will now be able to offer the US Hispanic audience the talent and knowledge of our chefs, together with the elgourmet.com branded programming that's been successful throughout Latin America for over six years", says Pramer's CEO, Alejandro Harrison. "Together with V-me we believe Latin food and cooking traditions are a language that unites all Hispanics."

As the exclusive U.S. source for **La Hora elgourmet.com**, **V-me** will air the block every weekday from 3:00 – 4:00 (et) and Sundays from 12:00 – 1:30pm (et). In addition to the daily TV block, www.VmeTV.com will feature recipes, additional tips and techniques, and bonus content. Featured series include:

Sumo Placer - Charismatic chef **Sumito Estévez** introduces viewers to the warmth, spirit and exquisite flavors of Venezuelan cuisine, where small details lead to great dishes.

Donato Cucina - In a culinary tour of his native Italy, chef **Donato De Santis** prepares typical delicacies from Piedmont, Liguria, Tuscany, Sicily and other regions, while revealing colorful details of local life in each city and town.

Gourmet Light – Gourmet dining without gaining weight is not an impossible task. Mexican chef **Enrique Fleischmann** presents captivating master classes with ingredients and cooking techniques that are healthy, light, and tempting.

Recetas en Cadena - **Alfonso Cadena** prepares original recipes in his unique fusion style. Born in Mexico to a family of cooks, the young chef combines his French roots and culinary training with ideas and flavors from different Latin cultures.

All Uso Nostro - **Donato De Santis** honors Italian immigrants to the Americas, presenting New World versions of his country's famous recipes, along with colorful anecdotes about the origin of each dish.

ABC Gourmet: Sopas Y Guisos - A series of clear, educational cooking classes, ABC Gourmet devotes a full season to soups and stews. Expert teachers reveal tricks and offer tips on the best ingredients, cooking techniques and presentation.

Pasteleria.MX - Young, well-known chef **Paulina Abascal** reveals the art of Mexican pastry making. Her personal charisma and practical advice result in the most exquisite delicacies.

Already reaching more than 50% of US Hispanic TV Households, V-me is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities, and nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISHLatino Ch. 846. For specific local channel information, visit 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

About Pramer/elgourmet.com

elgourmet.com is a PRAMER SCA network, offering 24 hours of 100% original food and lifestyle programming covering exquisite cuisine, extraordinary drinks, exotic locations, captivating stories and life's finest details.

PRAMER SCA (www.pramer.tv) is a company that produces, distributes and commercializes content for multiple pay-TV networks. Established in Argentina, its networks are distributed in more than 24 countries, reaching over 15 million subscriber homes. PRAMER SCA networks are: elgourmet.com, Cosmopolitan Television, Film & Arts, Europa-Europa, Canal (á), Reality TV and America Sports. PRAMER SCA is a Liberty Global, Inc. company (www.lgi.com).

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