



For more information, contact: Natalie Judd, 203.389.5223, njudd@dex-p.com  
Wilson Guzman, 646-747-8821, wguzman@dex-p.com

## **V-me launches weekly movie show En Pantalla premieres Wed., Sept 30**

**NEW YORK, September 30, 2009** - With Hispanics representing some of America's most passionate film fans, V-me, the 4th-largest U.S. Hispanic TV network, expands its ongoing movie offer with the premiere of **En Pantalla** -- the first-ever series on Spanish broadcast TV completely devoted to movies.

**En Pantalla**, airing **Wednesdays at 9P (EST) starting September 30**, is hosted by Jack Rico, founder and editor-in-chief of ShowBizCafe.com, the first Spanish language website devoted to movies for U.S. Hispanics.

**En Pantalla** features the latest news, reviews and interviews from the world of cinema. Features include "Pop Movie," a weekly interactive segment, where viewers go to [vmetv.com/enpantalla](http://vmetv.com/enpantalla) to rate Jack Rico's recommended film of the week. The program also provides a special introduction to V-me's Wednesday night movie, with highlights and anecdotes that enhance the viewing experience.

"Hispanic movie spending and interest for film content is at an all time high," said Jack Rico. "With Hispanics over-indexing on movie attendance and DVD consumption, and Latin film talent being recognized internationally, a show like En Pantalla on V-me is even more timely and significant."

"V-me continues to create fresh formats and programs that our viewers want, but aren't available anywhere else on Spanish TV," said John Begert, SVP Branding/Marketing for V-me. "En Pantalla's interactive mix of information and entertainment serves up highly desirable content to V-me's highly desirable audience."

In nearly 40 markets, V-me is available free over-the-air, and on basic digital cable. V-me is also carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV. In some areas, V-me is available on Verizon FiOS and AT&T U-verse. For local channel information go to [vmetv.com/estaciones](http://vmetv.com/estaciones).

### **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 stations, is currently available in over 70% of all Hispanic homes - rising to 80% by year end 2009. 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](http://www.VmeTV.com)

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