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For Immediate Release

V-me offers exclusive Spanish-language TV content on iTunes

Over 30 hours available starting November 24th

NEW YORK – November 25, 2008 — V-me, the fastest-growing Hispanic-TV network in history, today announces one of the largest launches of Hispanic network programming ever on iTunes.

Over 30 hours of exclusive quality content from V-me crossing kids, music, and personality interviews are available on the iTunes® Store (www.iTunes.com) beginning today. Program titles such as ***Estudio Billboard***, ***LazyTown***, and ***Viva Voz con Jorge Gestoso*** are available for purchase and download at www.iTunes.com/vme.

“V-me’s audience is everywhere and we want to be everywhere they are,” said Carmen DiRienzo, V-me President and CEO. “Hispanics are among America’s heaviest consumers of content downloads, and with V-me programs now available on iTunes, our viewers can enjoy more of what they want, whenever they want.”

V-me series available at launch include:

Estudio Billboard – Season 1 of V-me’s hit original series – 13 episodes. Top Latin music stars like Juanes, Mana, Laura Pausini, Gloria Estefan, Daddy Yankee and more explore their music and the creative process in hour-long interviews punctuated with musical performances. Hosted by Billboard’s Leila Cobo.

LazyTown – The award-winning worldwide hit that inspires kids to move, play and eat healthy with a high-energy mix of real-life action, puppetry and cutting-edge CGI is now available en español.

Viva Voz con Jorge Gestoso – The best of V-me’s nightly talk/interview show. Wide-ranging, surprising discussions with guests like Calle 13, Xavier Serbia, Jaguares, Tony Plana, Andrea Bocelli, “El Cucuy,” and more.

V-me reaches more than 6 million Hispanic homes and 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. To find specific channel information for your market, visit www.VmeTV.com.

ABOUT V-ME

V-me entertains and informs America's Latino families in Spanish, with first-run, exclusive programming that includes engaging 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 www.VmeTV.com

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