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FOR IMMEDIATE RELEASE

Katrina: Then, Now and What's to Come, on V-me

Latinos are the only group whose numbers are up since the storm

NEW YORK, August 22, 2007 — To mark the second anniversary of Hurricane Katrina, the Spanish-language TV network V-me will offer special programming that explores the turbulent past, present and future effects of the storm that forever changed the city of New Orleans and the surrounding Gulf Coast communities.

Viva Voz, V-me's nightly interview and candid conversation program, will make a highlight broadcast presentation from New Orleans on August 29th to explore the continuing impact of the catastrophe and what the sudden growth of the Latino population means for the city. Wages are in flux, Mexican restaurants are booming, competition for jobs is stiff—Viva Voz talks about all of it!

The impressive roster of Gulf-area politicians, church leaders, writers and authorities slated to appear on **Viva Voz** will include geographer Richard Campanella, associate director of the Center for Bioenvironmental Research at Tulane University, and author of three books about New Orleans, and Martin Gutiérrez, director of immigration and refugee services for Catholic Charities in the city, and the Executive Director, Hispanic Apostolate, Archdiocese of New Orleans. In a recent interview Gutiérrez said, "We have seen Hispanics in areas where we have never seen them before. It's going to create great opportunities. There will be some friction, but at the same time we all believe diversity is a strength."

V-me's primetime original program **Viva Voz** is a nightly destination for anyone who wants to speak or listen to America's Latino community. Viva Voz airs Monday – Friday 10P - EST/PST, 9P Central.

In addition to the **Viva Voz** special presentation from New Orleans, V-me will also present **Inside Hurricane Katrina**, a National Geographic examination of why so many people were left in the path of the storm and why the response was so delayed. **Inside Hurricane Katrina** is a penetrating look behind the devastation caused by nature's fury and human error. Using comprehensive analysis of events, hours of government audio tapes, and personal interviews, National Geographic takes viewers into the eye of Katrina to uncover the decisions and circumstances that determined the fate of the Gulf residents. **Inside Hurricane Katrina** airs August 29th at 8:00pm(ET)/5:00pm (PT).

V-me is presented by public television stations and can be seen locally in many cities on cable and digital broadcast; and nationally on DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for more information.

About V-me

V-me is a new national network, partnered with public TV, which entertains and educates America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour digital broadcast network, presented by public television stations and carried on basic digital cable and satellite, will be in over 30 million homes by July 2007. V-me is the first

venture announced by newly formed media production and distribution company, V-me Media Inc. To find out more visit www.v-me.tv