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Global Hit Kids Series *LazyTown* Arrives on V-me *Health statistics among Latino children show need for healthier lifestyles*

New York, October 3, 2008 -- *LazyTown* - the Global children's television hit that inspires kids to move, play and eat healthy - arrives on **V-me**, America's fastest-growing Hispanic TV network. With statistics from the Centers for Disease Control showing that 40 percent of Latino kids ages 6-11 are overweight, **LazyTown's** positive message and **V-me's** national platform are coming together at just the right time.

As the exclusive U.S. home of **LazyTown** in Spanish, **V-me** airs the series M-F at 7:30 and 11:30(et) daily, Saturdays at 9:30 and 11:30(et), and Sunday afternoons at 4P(et) as part of **V-me's** Family Block.

"V-me is thrilled to add *LazyTown* to our Kids' lineup," said Carmen DiRienzo, V-me President. "Families love it, it's fun and entertaining, and it speaks to a vital need in the Latino community."

With its super-healthy superhero Sportacus leading the way, **LazyTown's** high-energy mix of live action, puppets and state-of-the-art computer animation uses music and humor to help kids focus on healthy lifestyle choices. Sportacus teams with his pink-haired friend Stephanie, encouraging **LazyTown** kids to get outside, play, and resist the unhealthy schemes of Robbie Rotten - his snack-loving, couch-potato arch-enemy.

LazyTown is the brainchild of world-class athlete and health advocate Magnus Scheving, who stars as Sportacus. Now seen in 118 countries, the series is credited with driving official health initiatives in Mexico, Chile, and Europe, helping reduce the rise in childhood obesity. Research from Mexico and Europe shows that **LazyTown** viewers are more active and more interested in healthy eating, and that parents overwhelmingly support the show's positive message.

"**LazyTown** works because it's not about telling kids what to do. It's about motivating them with a feel-good vibe," said Scheving. "V-me is a perfect partner for us, because they share our mission and can bring it to Latino families across the U.S."

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 DISH Latino Ch. 846. To find specific channel information for your market, visit www.VmeTV.com

About LazyTown Entertainment

LazyTown is the world's only global brand dedicated to children's health. Created originally as a book (*Go, Go LazyTown!*) in 1995 by international athlete, entrepreneur, producer and director Magnus Scheving, *LazyTown* has been nurtured into a household name worldwide, with businesses including publishing, home entertainment, music, live theatrical shows and even a dedicated radio station. *LazyTown*, the Emmy-nominated and BAFTA-winning television series, launched in 2004, and is now available in 53 episodes and has sold to over 110 territories worldwide. The *LazyTown* Movement appeals to kids and parents alike and encourages healthy lifestyle choices for kids of all ages. The team is dedicated to finding exactly the right partners

worldwide to sustain the brand and uphold the credibility and vision of LazyTown and its creator.

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