



FOR IMMEDIATE RELEASE

**V-me to Air First-Ever U.S. Broadcast of Los Premios 40 Principales
on New Year's Eve**

Shakira, Nelly Furtado , David Bisbal, Paulina Rubio among performers at 2009 Awards

NEW YORK, December 14, 2009 -- V-me rocks the New Year in style with the exclusive US Premiere of **Los Premios 40 Principales** – a showcase of the best and most popular music in the Spanish-speaking world. The two-hour V-me special airs Thursday, December 31st at 9P (ET) and Midnight (ET), and encores Friday, January 1st at 6P, 10P and 1A (All times ET).

Recorded live in Madrid, the 2009 Premios features performances by **Shakira, Nelly Furtado, Robbie Williams, David Bisbal, Paulina Rubio, Marta Sanchez, Macaco, Mika, Estopa, James Morrison, Amaia Montero** from La Oreja de Van Gogh and more.

With award winners from Mexico, Latin America and Spain in categories including Best Song, Best Artist, Best Group, Best Tour, Best Album and Best Video, it's a celebration that brings the Hispanic world together. And during the red carpet pre-show, V-me's **Leila Cobo** will mix with the stars and cover all the excitement.

Launched in 2006, **Los Premios 40 Principales** is Spain's top-rated TV music awards. The annual award show has appeal across Latin America, where it is syndicated to Mexico, Argentina, Colombia, Chile, Ecuador, Guatemala, Costa Rica, and Panama – each country with its own 40 Principales radio station and a strong audience base. And V-me will be the exclusive U.S. home of this major special every year.

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.

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. 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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