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FOR IMMEDIATE RELEASE

V-me Presents **MEGACITIES**

Beginning September 6 - Series Turns the Modern Metropolis Inside Out

NEW YORK, AUGUST 27, 2007 – Everyday the infrastructure and inner workings of our world's modern cities is making news – from the bridge collapse in Minneapolis and the flooded subways in New York to the explosive growth of cities in China and India. However urban life strikes you, cities worldwide have been growing ever more rapidly. Within the next 20 years, for the first time in history, 60 percent of the world's people will be living in cities and Latinos are often a core constituent of urban dwellers.

Delivering on its promise to bring a fresh perspective of our world near and far, V-me presents National Geographic's **Megacities**, a multi-part documentary that takes a revolutionary look at the infrastructure of eight iconic locations around the world: Las Vegas, Mexico City, Hong Kong, London, Paris, Sao Paulo, Mumbai and New York.

Premiering September 6 at 8pm(ET)/5:00pm (PT) the weekly series uses dramatic storytelling, unparalleled reporting and sophisticated computer graphics blended seamlessly with live action, taking viewers beyond the monuments and into the machinery that is the true, living marvel of each megacity.

Every episode of **Megacities** takes viewers into the inner workings of a megacity and emphasizes the city's particular issues or innovations. It highlights specific construction or infrastructural projects such as landfills, airports, skyscrapers, sewer systems and transit lines revealing the inside story and complex challenges that are often hidden from the general public. Through an exploration of the historical roots of some infrastructure the series provides unique insight into how cities often merge modern technology with antiquated mechanics.

"There is a lot we don't know about the cities we live in and V-me causes its viewers to 'Think again' about these megacities," said Guillermo Sierra, chief content officer, SVP, V-me.

The National Geographic programming on V-me is but one example of the Spanish-language network's collaboration with top-quality producers of smart, entertaining and educational programming.

V-me 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, is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit www.v-me.tv

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