



Vme Introduces New Hosts for Cocina, Planeta and Mascota Programs *New Hosts create direct connection with viewers*

NEW YORK, August 9, 2010 -- As **Vme** fulfills its promise to be Contigo its viewers everyday in aspects of their lives, starting in August, Vme introduces new hosts and a new look for three of its most popular programming areas -- **Cocina**, **Planeta** and **MiMascota** programs. Each of the new hosts reflects Vme's dynamic and youthful community and creates a direct connection with Vme's audience.

Celebrity chef Ciprigar serves up a new season of **Vme Cocina** shown daily from 3:00 – 5:00pm (ET) As host of **Vme Cocina**, Ciprigar introduces viewers to Vme's hit gourmet lineup while preparing his own recipes, introducing fans to the hottest food and cooking events, and answering viewer questions about techniques, tools and recipes.

The show **MiMascota.tv** (MyPet) already has many followers and will now be hosted by Animal Life Expert, Ricardo Timmermann. This fun program, shown each week on Tuesdays and Thursdays at 6pm (ET), offers recommendations on pet care, answers viewer questions and helps viewers better understand the characteristics and personalities of the little friends with whom we share our homes.

From 5:30 – 7:00pm (ET) Vme walks on the wild side with Alessandra Villegas as host of **Planeta Feroz** (Ferocious Planet) -- Vme's daily line-up of award-winning nature and wildlife programs. With Vme's nature programs already wildly popular with viewers, Alessandra Villegas will share with viewers the joy and wonder of discovery found throughout on our vast planet.

Joining V-me's hosts on September 7th will be **TuBebé**, a *new* half-hour show hosted by Minerva Borjas, a charismatic and well-informed young mother who offers practical tips and helpful information about conception, pregnancy and infant care for current and soon-to-be parents. Drawing on the expertise of specialists in various fields such as midwives, gynecologists, pediatricians, child psychologists, and nutritionists, TuBebé will be an invaluable resource. Plus the TuBebé website and Facebook fan pages will create an engaged community by encouraging viewers to interact with the show, ask questions and upload videos and photos to be featured on the show.

"By adding hosts to some of our most popular programming, Vme is creating an additional opportunity for us to forge a personal connection with our audience," explained Guillermo Sierra, SVP. "Each of the hosts will communicate directly with Vme's audience in various forms – on-air, online, in social media and at live events."

About Vme

Vme, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with drama, music, sports, news, current affairs and Latin cinema, food, lifestyle, nature and the most-widely distributed block of educational preschool content on Spanish TV. The 24-hour network, partnered with public television stations, is currently available in over 70% of all Hispanic homes. In 40 markets, Vme is available free over the air and on basic digital cable; and is carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV. In some areas, Vme is available on Verizon FiOS and AT&T

U–verse. Vme is the first venture of the media production and distribution company, Vme Media Inc. To find out more please visit www.VmeTV.com