



Original Programs, 10 Brand Entitlements and Viewer Engagement to Headline Vme Upfront

NEW YORK May 12, 2011 – With an offer of 10 Brand Entitlements in originally-produced programs in all genres, unique activation opportunities, national ratings for the first time and a new Nielsen study of the network’s high viewer engagement, Vme has strong momentum as it enters its 3rd upfront.

Vme’s upfront event, scheduled for May 19 from 10:30 am – 1:00 pm at the Samsung Experience in New York’s Lincoln Center, will be an experiential and engaging upfront underscoring the networks strong connection with viewers and original content. Upfront attendees will be able to engage with the personalities of Vme’s original programs which offer entitlements and other unique activation options for advertisers and experience all the diverse genres of Vme’s entertaining content in a multiplatform environment.

“Original content in all programming genres and dayparts is a big differentiator for Vme,” said Patty Marrero, SVP and director of sales. “Advertisers want programs they can own and Vme has responded to this need by offering 10 Brand Entitlements in each of our original programs.” said Marrero.

As the fourth largest Spanish network in the U.S. reaching nearly 80% of Hispanic Homes, Vme targets bicultural and bilingual Latinos as well as those who are Spanish-dominant. In a recent viewer engagement study conducted by Nielsen, Spanish TV viewers placed Vme ahead of the three largest Spanish networks for “higher quality programming,” as “more in-line with their lifestyle” and for “offering a positive portrayal of the Latino community.” Viewers in the study also ranked Vme at the top for offering “unique programming that they can’t find elsewhere” and saying that “Vme programming is more engaging.”

“The study further underscores Vme’s high affinity with its viewers and our ongoing commitment to provide fresh, relevant entertainment that viewers and advertisers can trust. Content that’s both entertaining and engaging...that touches the heart...and inspires the mind is what Vme will feature during our upfront this year,” said Carmen DiRienzo, president and CEO.

Reaching more than 10 million homes, Vme is one of the nation’s largest Spanish networks. In nearly 40 markets, Vme is available free over the air, and on basic digital cable. Vme is also carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV and is available to Verizon FiOS and AT&T U-verse customers. For local channel information, please visit vmetv.com/estaciones.

About Vme – Vme has made the promise to be Contigo to Hispanic families delivering drama, music, sports, news, current affairs, Latin cinema, food, lifestyle, nature and educational preschool content. The 24-hour Spanish network, partnered with public television stations, is currently available in more than 10 million Hispanic homes. Vme is

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

###

For more information, contact: Natalie Judd, 203.389.5223, njudd@dex-p.com
Wilson Guzman, 646-747-8821, wguzman@dex-p.com