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V-me Presents the Spanish Premiere of *Música Latina USA*

Special celebrates Latin impact on American music October 13 and 20

NEW YORK, September 16, 2009 – V-me, the nation's 4th largest Spanish network, presents the Spanish-language premiere of ***Música Latina USA***. This new four-hour documentary series celebrates the Latin rhythms and artists at the heart of America's jazz, rock, pop and R&B.

Narrated in Spanish by **Leila Cobo** - Latin Editor of *Billboard Magazine*, host of V-me's *Estudio Billboard* series, and the leading authority on Latin music - ***Música Latina USA*** traces the Latin influence and impact on American music, culture and society for more than five decades.

Airing on V-me **October 13th and 20th at 9P (ET)**, the series features vibrant profiles and performances by artists who forge new musical identities, while keeping close to their rich traditions. Highlight interviews include among others: **Willie Colón, Marc Anthony, Flaco Jiménez, Carlos Santana, Ruben Blades, Linda Ronstadt, Los Lobos, Gloria and Emilio Estefan, Ricky Martin, Juanes, Pitbull, Daddy Yankee and Tego Calderón.**

October 13th – Episode 1 traces the rise of Latin jazz, the US *mambo* and *cha cha* crazes, and the Latin impact on '60's r&b and rock. In New York, Puerto Ricans and other Latinos mix Cuban *son* and Puerto Rican *plena* with soul and jazz to create Salsa, which becomes a defining Latin rhythm the world over.

October 20th – Episode 2 sees distinctly Mexican-American music emerge from the West and Southwest, drive the Chicano civil rights movement and take the national stage. In a multicultural US, artists like Ricky Martin, Gloria Estefan and Shakira become megastars, urban Latinos embrace Spanish rap and Reggaeton, and Latin American stars create new fans for Rock en Español.

Participating sponsors of ***Música Latina USA*** on V-me include BlackBerry and Burger King..

Produced by WGBH in co-production with the BBC, *Latin Music USA* will air in English, narrated by Jimmy Smits, on PBS, October 12th and 19th, at 9p(ET).

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 - rising to 80% by year end 2009. 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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