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FOR IMMEDIATE RELEASE

V-me Features Kids Marathon for Thanksgiving

Spanish premiere of Sesame Workshop's Panwapa headlines special programming

NEW YORK, November 21, 2008 – V-me, America's fastest growing Spanish network, celebrates Thanksgiving with special programming throughout the day including a 10-hour kids marathon featuring the national Spanish premiere of ***Panwapa***, a new special from Sesame Workshop that encourages children to get involved in their communities.

From 7:30am – 5:30pm (ET) V-me highlights its award-winning preschool lineup by extending the regular 5-hour daily block of children's shows into a 10-hour festival. Children can celebrate the holiday with all their favorite characters while learning basic literacy & numeracy, story telling & vocabulary, social development & "pre-science" skills - delighting the youngest family members (and their caregivers) with shows such as ***Jim de la Luna, LazyTown, Pororo, Musti, Bruno y los Bananamigos, Los Pies Mágicos de Franny and Plaza Sésamo.***

Highlighting the marathon is the US Spanish premiere of ***Panwapa***, two half-hour specials from Sesame Workshop at 1:30 and 3:30pm (ET). ***Panwapa***, which means "here on this earth" in the Tshiluba language, spoken in the Democratic Republic of the Congo in central Africa, aims to foster the foundation for global citizenship and community activism in young children ages 4 to 7. The show features an entirely new group of Muppet characters on the fictional Panwapa Island, which floats freely through Earth's oceans, allowing the residents of the island to visit with children from many lands and explore differing cultures.

Already reaching more than 50% of US Hispanic TV Households, V-me is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities, and nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISHLatino Ch. 846. For specific local channel information, visit www.VmeTV.com

ABOUT V-ME

V-me 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 programming. The 24-hour network, partnered with public television, is America's largest Spanish digital channel. 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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