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## **V-me Upfront 2009-2010**

New, leading Spanish network delivers most-desirable consumers, top-quality content and one of the nation's largest distribution platforms

**NEW YORK, MAY 20, 2009** - At its second upfront, the two-year old V-me staked its claim as one of the leading Hispanic TV broadcast networks in the U.S. During the upfront event held today at New York City's Samsung Experience, the network showcased its highly-desirable viewers, its 2009-2010 programming mix of smart, engaging entertainment and its rapidly growing distribution.

### **A LEADING SPANISH NETWORK**

Delivering on its pledge to become a Top Four Spanish broadcast network, V-me has catapulted forward, on track to reach 80 percent of Hispanic households by year end. V-me is available over-the-air and on basic cable in nearly 40 major markets and reaches every market in the basic packages of Dish Network and DirecTV.

"V-me has aimed to become the fastest-growing network in Spanish TV history," remarked Carmen DiRienzo, president and CEO. "We have kept this promise and more. Our stations and distribution partners recognize the important role that V-me plays in the Latino community and have worked with us to build a solid national platform making V-me one of America's biggest Spanish broadcasters."

### **THE SUPER CONSUMERS OF SPANISH TV**

New consumer profiles from Simmons show that V-me delivers a diverse, highly desirable cross-section of Latinos who are not watching other Spanish networks. Compared to average viewers of Spanish-language television, V-me viewers have much higher household incomes that they spend at much higher levels on things like cars, electronics, home improvement, furniture and brand name products.

"V-me's audience is different, desirable and unduplicated," stated John Begert, SVP marketing and branding. "That means an investment in V-me delivers brand messages to new and more-likely consumers."

### **CREATIVE MARKETING PARTNERSHIPS**

With a multiplatform approach, V-me delivers creative solutions and great results for marketing partners that already include more than 30 blue-chip clients. From entitlements and short-form programming; to special in-program features, integrations and segments; to mobile and online engagement – V-me works with agencies and clients to develop innovative three-screen executions.

"V-me does not follow a cookie-cutter approach to working with clients," said Frank Donaldson, SVP and director of sales. "Working in collaboration with clients and agencies, our sales team is able to develop multimedia programs that deliver value and directly target Latino consumers across all our media platforms."

### **DIFFERENTIATED PROGRAMMING FOR US HISPANICS**

With original productions, exclusive premieres and top-quality acquisitions, V-me offers a quality alternative for U.S. Latino families with programming in nearly every genre category except for novelas.

“V-me’s quality and diversity sets it apart from other Spanish networks,” said Guillermo Sierra, SVP and chief content officer. “With Latino-focused lifestyle, cinema, miniseries, culture, sports, current affairs, and the most extensive educational preschool on Spanish TV, V-me appeals to every member of the Latino family - adults, women, men, and kids.”

Some of the 2009-2010 new programs and highlights:

Lifestyle - Parenting:

**Las aventuras de eebee** is a new, short-form parenting series hosted by Latina superstar – and new mom – **Thalia**, in entertaining vignettes that help parents of infants aged 6 months and up transform everyday moments into learning that lasts. Based on the latest early childhood research, **Las aventuras de eebee** naturally complements V-me’s award - winning daily parenting series, *Los Niños en su Casa*.

Music Entertainment:

**Estudio Billboard**, V-me’s original and widely popular music/interview program produced in collaboration with *Billboard Magazine* enters a new season hosted by *Billboard*’s Leila Cobo, the ultimate Latin music insider. In exclusive interviews, top Latin artists share fresh insights into their life and music, illustrated with performances of their favorite music -- from childhood favorites to new singles.

**Musica Latina USA – Special** - A fresh take on American musical history crosses five decades and many musical styles to embrace the Latino sounds and artists that have deeply enriched US popular music. Two two-hour specials will premiere on V-me in October 2009 in collaboration with PBS during Hispanic Heritage Month. Featured profiles and performances include Salsa legends Willie Colón and Marc Anthony; Latin-flavored rock from Motown to the Rolling Stones; Flaco Jiménez; Carlos Santana; Linda Ronstadt; Los Lobos; Gloria and Emilio Estefan; Juanes; Miami rapper Pitbull; Reggaeton’s Daddy Yankee and Tego Calderón; and Lin-Manuel Miranda of the Tony-winning “In the Heights.”

Docu-Reality Series:

**Carrier** - The world Hispanic premiere of the blockbuster 10-hour reality series from Executive Producer Mel Gibson’s Icon Productions, takes viewers inside the carrier USS Nimitz during its wartime deployment to the Persian Gulf. It’s huge – and it’s personal, a floating city of 5,000 sailors and marines – young Latinos and non-Latinos alike -- far from home, experiencing stress, loneliness, intimacy and conflict. High drama meets high tech...with heart-pounding action followed by moments of private emotion — right up to the tearful reunions as the tour of duty ends.

Factual Entertainment – Planet

**Wild Chronicles/Cronicas Salvajes** takes the pulse of the planet with the explorers and scientists whose unique access to the natural world lets them solve its mysteries, and advocate for its protection. And this year, a national talent search will have viewers competing for a chance to be V-me’s host in the Spanish version of this acclaimed National Geographic series.

Lifestyle - Food:

**La Hora El Gourmet.com** continues to be the leading Spanish cooking block on-air and online with engaging personalities, tips and techniques from top Latin chefs, recipes and more. The daily block of series serves up, short form and online opportunities that have broad appeal and offer a fresh approach to Spanish-language lifestyle television.

Kids:

**LazyTown**, the world’s only brand devoted to kids’ health and nutrition – as well as one of the world’s most popular kids’ TV franchises – brings high-energy to the largest block of educational kids programming on Spanish TV, along with new opportunities for outreach and promotion.