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V-me announces V-me Móvil ***Network partners with Up-Mobile to launch array of mobile services***

NEW YORK, October 2, 2008 -- V-me, America's fastest-growing Spanish network, has formed an alliance with Up-Mobile - the leader in Mobile interactive applications and services in Latin America - to launch V-me, Móvil a broad array of information and entertainment services for US Hispanics.

"V-me's original TV content already engages the most dynamic consumers of mobile services - US Hispanics," said Carmen DiRienzo, President of V-me. "With V-me Móvil we can be everywhere our audience wants us to be - and with Up-Mobile we have the perfect partner to deliver that promise."

V-me launched its V-me Móvil service with an SMS voting application during V-me's exclusive live Spanish coverage of the Sept 26 Presidential Debate and live Interactive Forum immediately after. V-me will be announcing plans to roll out a number of services, including:

- * SMS Voting and Polling
- * Subscription services tied to V-me News, Sports and Lifestyle programming
- * Ring Tones from V-me Music shows
- * Calls from popular V-me Kids characters
- * Video

"Up-Mobile has a proven record of connecting to consumers with innovative mobile ideas," said Alejandro Vinay— General Manager Up-Mobile. "With V-me's creative content and national Hispanic reach we can bring new services to the fastest growing mobile market in the US"

V-me reaches more than 6 million Hispanic homes and 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. To find specific channel information for your market, 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. 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 VmeTV.com

About Up-Mobile

Up-Mobile is a Global Latino Mobile Media company dedicated to providing interactive mobile entertainment content & applications, by helping companies and consumers take advantage and enjoy these. Up-Mobile is composed of leading Hispanic marketing and wireless data professionals with deep expertise in mobile content, hands-on implementation and a success track record deploying mobile products and services targeted to Hispanic audiences across the Americas. For more information go to www.up-mobile.com