



## FOR IMMEDIATE RELEASE

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### **V-me announces innovative parenting programming hosted by Thalia**

*Just one of the exciting new programs to be featured during V-me's upfront May 20th*

**NEW YORK, May 19, 2009** – V-me, one of America's largest Spanish broadcast networks, announces a new, short-form parenting series hosted by Latina superstar, **Thalia** for its 2009-2010 upfront. ***Las aventuras de eebee***, created by Every Baby Company, engages viewers and their babies in rich play experiences and is a natural complement to V-me's Peabody award - winning parenting program, *Los Ninos en su Casa*.

"With the best preschool block on Spanish TV and our daily parenting offer, V-me is a real destination for mothers, caregivers and young children, and the perfect environment for this engaging content," said Frank Donaldson, SVP and director advertising sales. "Adding the award winning program eebee's adventures with a personality like Thalia into the mix, makes the offer even more compelling, for viewers as well as sponsors."

***Las aventuras de eebee***, features superstar mom Thalia as she interacts with eebee – "the baby's baby" – in entertaining vignettes that help parents of infants aged 6 months and up transform everyday moments into learning that lasts. Activities based on the latest early child development research provide enriched play experiences for parent and baby alike.

"We are very excited to introduce eebee to the Latino community and join the positive, fun and educational environment V-me creates for parents and young children everyday," said Stephen Gass, co-founder and president of Every Baby Company.

#### **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 60% of all Hispanic homes - rising to 80% by year end. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit [VmeTV.com](http://VmeTV.com).

#### **About Every Baby Company**

The Every Baby Company was founded in 2004 with a simple yet essential mission to be a catalyst for rich play experiences. It began with the award-winning and critically acclaimed *eebee's adventures*, an innovative, character-based DVD series, for infants and toddlers. It is the first infant media property effectively based on the most recent research in early learning as well as the use of creative media. Today, eebee's adventures programming is available On-Demand as well as on DVD. In 2007, it launched its first plush toy line at FAO Schwartz. In 2008, a new book series rolled out at Barnes & Noble and other fine book stores. *eebee's adventures* has received 20 national parenting awards including Parents' Choice Awards, Parenting Magazine's "DVD of the Year" Award, Creative Child Magazine's Preferred Choice Award, the National Parenting Center Seal of Approval, iParenting Media's Outstanding Product Award, and the Mr. DAD Seal of Approval.

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