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V-me Launches aggressive multi-platform video strategy - powered by Kyte

New content for online, mobile and iPad devices to engage audiences wherever they are

NEW YORK, April 13, 2010 -- As part of its cutting-edge digital strategy to deliver quality content in Spanish wherever and whenever consumers want it, [V-me](#) today announced a broad range of content and technical innovations that provide engaging video experiences across multiple screens.

Partnering with [Kyte](#) - the **360°** video platform for live and on-demand content - V-me will be first to offer a Spanish iPad video application, planned for broad distribution via Apple's App Store.

V-me will also extend the reach of VmeTV.com to mobile viewers via a dedicated WAP site that allows them to watch video content on their data capable handsets, as well as deploy dedicated applications for iPhone and Blackberry devices. This will ensure that audiences can enjoy V-me content, no matter what viewing platform they prefer.

This aggressive re-launch of V-me's digital content immediately follows the premiere of more than two dozen new series across its national Spanish TV platform. Full-length episodes of selected primetime dramas, as well as popular sports, news, nature and lifestyle programs will be available to V-me's audience for online and mobile viewing.

Leveraging the innovative Kyte platform, V-me will offer engaging features that will also generate new sponsorship opportunities:

- Live, interactive video events and chats
- User generated content, and community tools for sharing and commenting
- Enhanced integration into all popular social networks

"Every day, more and more people are watching content on all their different screens, in addition to their TV's. Hispanics are early adopters of new technology and are at the forefront of these changes, already over-indexing in online and mobile media consumption," said Guillermo Sierra, SVP, chief content officer. "It is a critical part of V-me's overall strategy to put our content on all screens, wherever our viewers want to watch."

"V-me is fundamentally changing the way consumers can experience Spanish television, providing a truly connected experience to not only view but to engage with media content," said Daniel Graf, CEO at Kyte. "We are excited to partner with V-me to support their goal of reaching and interacting with their audience, no matter where they are."

In more than 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. 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.

About Kyte: Kyte is the 360° social video platform for live and on-demand content. The Kyte Platform enables media companies and marketers to reach, engage and converge audiences online, as well as on mobile, social and connected device platforms through interactive social video experiences. The company is headquartered in San Francisco, California, with offices in New York, London, Hamburg and Zurich. Customers include ABC, Armani Exchange, Clear Channel, ESPN, Fox News, HomeAway, MTV, Monster Energy, NATO, NBA Digital, Nokia, Tyra Banks, and others.