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V-me Announces 2010-2011 INFRONT

Network to put entertaining upfront offer in front of buyers nationwide

NEW YORK, May 20, 2010 -- V-me, the fresh alternative in Spanish language broadcast TV, enters the 2010-2011 upfront season with an exciting new offer of world class entertainment... smart empowering programs...compelling personalities... involved viewers...and a fast-growing national audience.

V-me will be taking its 2010-2011 presentation on the road to agencies and clients in the weeks and months ahead.

"V-me continues to be the national alternative for America's Latino families AND for sponsors who want to connect with them," said Carmen DiRienzo, V-me President and CEO. "Our upfront approach allows us to showcase targeted opportunities around our 2010-2011 offer, which is filled with engaging multi-platform programs and creative solutions that put V-me everywhere our viewers are."

Highlights include:

PRIME ENTERTAINMENT

V-me continues to reinvent Spanish primetime drama, expanding its weeknight block of high-quality suspense, action, ironic comedy and romance. Highlights include new titles featuring unique visual storytelling and high production values...

- *El Quinto Mandamiento* (The Fifth Commandment) - a compelling contemporary detective mystery set in and around Vatican City.
- *Rex* - The crime-fighting dog who has been a ratings winner across Latin America and around the world.
- *Hay Alguien Ahí* (There's Someone There) - New episodes of the first paranormal drama on US Spanish TV.
- *Cuenta Atrás* (Countdown) - New episodes of the high-energy police drama.

Plus a new docu-reality series *Desafío en Himalaya* (Himalaya Challenge), where extreme outdoorsman Jesús Calleja takes six novice climbers on a heart-stopping adventure to the roof of the world.

ENGAGING LIFESTYLE

V-me taps into Hispanics love affair with food, babies and pets with original hosted lifestyle series.

V-me Cocina - the only daily two hour cooking block on Spanish TV features top chefs from the U.S., Mexico, Latin America and Spain – and now will add daily hosted segments, creating opportunities for sponsor integration, along with an enriched online offer of even more downloadable recipes and tips, and enhanced community tools.

Enriching a parenting franchise that already features superstar mom Thalia and the Peabody winning *Los Niños en su Casa*, V-me rolls out *TuBeBe*, presented in association with *Ser Padres* Magazines. A daily half-hour filled with information about conception, pregnancy and infant care - hosted by leading Mommy blogger Suzy Rosado - TuBeBe also creates an active, supportive online community with advice, resources and microsodes for current and soon-to-be parents

For those whose families include four-footed members, V-me presents new original hosted episodes of *MiMascota.tv* - the only program on Spanish TV devoted to pets and the people who love them. Like all V-me's new lifestyle programs, *MiMascota.tv* will invite and integrate content from viewers and visitors.

NATURE TALENT HUNT

V-me adds more to V-me Planeta, the daily block of award-winning natural history from PBS, BBC and NatGeo, with *Buscando al Cronista Salvaje* - a national multi-media talent search during Q4 2010. Announced during a big V-me Thanksgiving special, the winner will become the host of V-me's Spanish-language presentation of National Geographic's *Wild Chronicles* (*Cronicas Salvaje*) in Q2 2011.

MOVIES AND MUSIC

V-me delivers on these two key Hispanic passion points with exclusive original primetime series:

- *En Pantalla* (On Screen) Expanded to a regular weekly half-hour, the only weekly cinema series in Spanish features host Jack Rico highlight Spanish and English releases and home entertainment -- with news, reviews, interviews and contests. The program leads into V-me's weekly showcase of contemporary Latin films from Europe and the Americas.
- *Estudio Billboard* - V-me's original hit music interview series hosted by Leila Cobo continues to bring new in-depth conversations and intimate performances, featuring artists like Alejandro Sanz, Christian Castro and more.

And V-me extends its music offer across the schedule and online with *Nota Musical* - daily music news briefs hosted by popular blogger/journalist Ceceliz that cover international and Latin pop, rock and regional releases, tours, festivals and artists.

NEWS & CURRENT AFFAIRS

V-me continues to raise the bar for thoughtful Current affairs in Spanish. Highlights of the new season include:

- *Jorge Gestoso Investiga* - The acclaimed anchor/journalist hosts and narrates a weekly series of provocative national and international documentaries...and will produce four quarterly V-me documentary specials throughout the year, along with anchoring V-me's Participa 2010 Election Night coverage in November.
- *Oppenheimer Presenta* - New weekly programs from the Pulitzer Prize winner.
- V-me Noticias joins forces with its Grupo Prisa synergy partner Grupo Latino Radio to offer Minuto 60 – an incremental daily news sponsorship package that combines national drivetime radio with national primetime TV.

V-me Niños GOES ON THE ROAD

The biggest and best block of educational programming in Spanish for young kids and their moms gets even better. V-me will partner with the National Children's Theatre, LazyTown and national sponsors for a bilingual in-school tour promoting exercise, nutrition and healthy lifestyle for kids and families, supported with take-home materials and a multi-media V-me package.

CREATIVE SOLUTIONS FOR SPONSORS

With exclusive, top quality programming and an uncluttered environment across all programs and dayparts, V-me creates new opportunities -- custom cross-platform solutions that create 360 degree experiences and reach the V-me audience everywhere. From vignettes and integrations; to special microsites, pre-roll and roadblocks; branded online and mobile videoplayers, and even show entitlement, V-me partners with sponsors to deliver creative and effective campaigns that reach and engage viewers in 65 million homes nationwide, covering more than 71% of all US Hispanic home.

About V-me

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with drama, music, sports, news, current affairs and Latin cinema, food, lifestyle, nature and the most-widely distributed block of educational preschool content on Spanish TV. The 24-hour network, partnered with public television stations, is currently available in over 70% of all

Hispanic homes. In 40 markets, V-me is available free over the air and on basic digital cable; and is 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. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more please visit www.VmeTV.com.