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V-me announces Multiplatform Sponsorship with Verizon Wireless
Fully integrated TV, digital, mobile advertising and content deal

NEW YORK, February 19, 2009 – V-me, America's largest Spanish digital network, has launched a multiplatform deal with Verizon Wireless, the leading wireless company with the most reliable wireless voice and data network,.

The cross-platform sponsorship includes on-air and online presence in V-me's hit original music and interview series *Estudio Billboard*, including special in-show features, and in select *V-me Noticias* nightly news reports, where Verizon Wireless will sponsor a recap of financial and market news.

A number of full-length episodes of *Estudio Billboard* featuring in-depth conversations with top Latin artists like Daddy Yankee, Juan Luis Guerra, and Gloria Estefan will be available as free downloads to Verizon Wireless subscribers via their V CAST phones.

And later this year, Verizon's BlackBerry® Storm™ smartphones will be integrated into an original series of webisodes featuring celebrity artists that will appear exclusively on V-me's website www.VmeTV.com.

"V-me offers a wide variety of marketing platforms that help advertisers reach a unique set of customers they can't access anywhere else," said Frank Donaldson, senior vice president and director of ad sales. "Our sales team is committed to creating innovative opportunities that meet client needs and integrate seamlessly into V-me high quality programs."

Already reaching 60% of US Hispanic TV Households, **V-me** is presented locally by public TV stations in many cities as a digital broadcast and on basic digital cable, and is carried nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISH Latino Ch. 846. For specific local channel information, visit www.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, 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

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