



**FOR IMMEDIATE RELEASE**

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**VME ANNOUNCES ENTITLEMENT PARTNERSHIP WITH PEDIGREE® FOOD FOR DOGS  
FOR ORIGINAL PET SERIES, MIMASCOTA**

**Spanish Network Sells First of 10 Brand Entitlements to World's Leading Dog Food Brand**

NEW YORK, July 6, 2011 – National Spanish television network Vme announced today a partnership with the world's leading petcare brand, PEDIGREE® Food for Dogs, for the entitlement of its original program MiMascota (My Pet). As part of the entitlement offer, beginning in third quarter, Vme's program will be renamed **"MiMascota presentado por PEDIGREE."** Vme will produce special vignettes about the care of dogs featuring MiMascota presentado por PEDIGREE's host, Ricardo Timmermann. These vignettes will run on Vme, VmeTV.com as well as PEDIGREE® Brand's website, [www.pedigree.com](http://www.pedigree.com).

The partnership was put together by Vme's sales team, PEDIGREE® Brand and its media agency, Starcom.

"PEDIGREE's entitlement is a perfect example of how a brand can take advantage of Vme's original programming to showcase brand attributes and connect with Hispanic consumers through relevant content," said Patty Marrero, SVP and Director of Sales at Vme. "We are proud to announce our first entitlement and partnership with PEDIGREE, a prestigious worldwide brand."

"We're thrilled about this partnership with Vme," said Tina Garcia, marketing director, Mars Petcare US. "Hispanic marketing is a big area of focus for Mars Petcare, so we are always looking for new and innovative ways to connect with our consumers. This entitlement of MiMascota was custom-made for us, so it truly is a perfect fit."

During Vme's upfront, the network announced 10 entitlement opportunities showcasing original programming. Vme's creation of the entitlements was a reaction to market trends where brands are increasingly looking for ownable content and organic integrations.

**Where to Watch Vme**

As one of America's largest Spanish networks, in more than 40 markets, Vme is available free over-the-air, and on basic digital cable. Vme is also carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV and on Verizon FiOS and AT&T U-verse where available. For local channel information go to [vmetv.com/estaciones](http://vmetv.com/estaciones).

**About Vme**

Vme has made the promise to be *Contigo* to Hispanic families delivering drama, music, sports, news, current affairs, Latin cinema, food, lifestyle, nature and educational preschool content. The 24-hour Spanish network,

partnered with public television stations, is currently available in more than 10 million Hispanic homes. Vme is the first venture of the media production and distribution company, Vme Media Inc. To find out more please visit [www.VmeTV.com](http://www.VmeTV.com)

**About the PEDIGREE® Brand**

The PEDIGREE® Brand is the number one brand of dog food in the world, offering a wide variety of products for different dog life stages. As an innovative market leader, the PEDIGREE® Brand is at the forefront of pet nutrition and understands pet owner needs by providing a range of innovative products and resources. For more information, please visit [www.Pedigree.com](http://www.Pedigree.com).