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Thalía premieres on V-me September 1st in Las aventuras de eebee y Thalía

Award-winning parenting program joins network's extensive kids/parenting line-up

NEW YORK, August 27, 2009 – On September 1st ***Las aventuras de eebee*** featuring Latina superstar, **Thalía** comes to V-me, one of America's largest Spanish broadcast networks. ***Las aventuras de eebee y Thalía*** helps new parents turn everyday moments with their babies into learning that lasts. The short-form program airs on V-me every weekday at 1:15pm (ET)/12:15(CT) as a bridge between V-me's extensive preschool block and the Peabody-awarded parenting series, *Los Niños en su Casa*.

In ***Las aventuras de eebee y Thalía***, eebee, a curious, playful, baby-like puppet with colorful, funky hair, joins play partner **Thalía**, real babies and real grown-ups to discover new ideas and build new skills through exploration of simple, every day objects. Each of the aventuras features an original song, representing a range of musical genres including rock, jazz and R&B. The music, like the aventuras themselves, is designed for a "dual audience: engaging for babies and appealing and inspiring for parents.

From the "art" of exploring textures to the "science" of rolling a ball and sliding a block; from making "music" with a spoon and pot to "dividing" a sheet of paper into smaller pieces, ***Las aventuras de eebee y Thalía*** captures and builds on babies' natural curiosity and sense of play. Based on a foundation of research and proven techniques for adult-child interaction, the series models entertaining age-appropriate play to stimulate language development, social awareness, self-esteem, logical thinking, motor skills and much more. V-me offers related parenting tips and activities in Spanish at www.V-meTV.com/eebee

"Watching my daughter's response to eebee amazed me. I fell in love with it immediately and wanted to introduce it to the Latin market. I saw how quickly my own daughter learned and how much fun it was for both of us to interact with everyday things and simple activities that teach valuable skills," remarked Thalía.

Las aventuras de eebee, created by the Every Baby Company, has received 20 national parenting awards including Parents' Choice Awards, Parenting Magazine's DVD of the Year, 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.

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 - rising to 80% by year end 2009. 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.

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