

Vme Expands Sales Team to Focus on Multiplatform Solutions for Clients

Ariel Martinez to lead Integrated marketing and digital sales initiative.

New York, July XX, 2011 – Vme today announced the expansion of its sales team to help brands tap into its bilingual, bicultural community of viewers. As part of the expansion, Vme is adding Ariel Martinez to its team to lead integrated marketing and digital sales. The Vme sales team, headed by Patty Marrero, is comprised of seasoned veterans from media, marketing and agency backgrounds that can help marketers develop and execute campaigns that connect with Vme’s diverse Hispanic audience.

In the newly created position of Director of Integrated Marketing and Digital Sales, Ariel Martinez will help lead the growth of Vme’s multiplatform branded entertainment initiatives and integrated client solutions across all Vme’s sales teams in New York, Chicago and Los Angeles.

“Ariel brings an extremely strong cross-platform sales experience having worked with multiple brands that have deployed a 360-degree approach,” said Patty Marrero, SVP and director of sales. “Having someone like Ariel, who brings strong relationships in the marketplace and an understanding of how to leverage original content across multiple platforms, positions Vme well to meet marketer’s needs in reaching Hispanic consumers.”

Martinez comes to Vme from Univision where he developed partnerships across marketing teams and created integrated solutions for clients. He also led Univision’s online sports initiative developing key sponsorships and partnerships with various sports franchises including NFL and Copa America.

Prior to that, Martinez spent four years at Telemundo where he held a series of progressive positions lastly working as the Market Development Manager. In this position he oversaw the development of all online, 360 and mobile sales platforms and worked with clients to generate innovative ideas and fulfill their needs across various digital platforms.

"Vme's reach and outstanding programming provides a unique opportunity to create true multi-platform experiences. I look forward to working with this exceptional team of market experts to develop customized solutions that will benefit both our clients and audience."

About Vme

Vme is *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 10.2 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

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