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FOR IMMEDIATE RELEASE

V-me and Grupo Latino de Radio Join for Unprecedented Live Election Eve Coverage in Spanish

National, Local and International coverage from all-star journalists, guests and analysts

NEW YORK / MIAMI, October 28, 2008 – V-me, America's fastest growing Spanish TV network, joins forces with Grupo Latino de Radio (GLR), the world's pre-eminent Spanish language radio group, for live primetime coverage and analysis to be broadcast to a national US TV audience and a national and international radio audience in the US, the Americas and Europe.

November 4th starting at 7:00pm (ET), V-me combines its analysis and news teams for ***PARTICIPA 2008: Elección Presidencial***, a live broadcast from V-me's New York studios that will report and analyze all the election results, voter trends and more.

V-me's Jorge Gestoso will anchor the coverage, joined by Luis Sarmiento and Silvina Sterin-Pensel of **V-me Noticias** and an all-star team of experts including: *Marcela Sanchez* – The New York Times Syndicate; *Nathan Thornburgh* - TIME Magazine; *Jorge Mursuli* - Democracia U.S.A.; *Vanessa Cardenas* –Center for American Progress; *Rolando Roebuck* – Community Activist; *Juan Carlos Benitez* – Republican Party Strategist; *Emilio Viano* – Professor, American University; *Federico Subervi* – Professor Texas State University/San Marcos; *Roberto Lovato* – New American Media and The Nation

GLR, international subsidiary of Spanish radio group Union Radio, will air its Presidential Election coverage November 4th starting at 5:00pm (ET). The broadcast includes news, results, analysis and live interviews, brought by an extensive team of journalists in six US cities – New York, Miami, Los Angeles, Washington DC, Phoenix and Chicago - and correspondents and analysts participating from the group's stations in the Americas and Spain. Hosts *Mirhtala Salinas* and *Yoli Cuello* in the US, *Angels Barcelo*, *Javier del Pino* and *Carles Francino* in Spain, *Julio Sanchez Cristo* and *Dario Arizmendi* in Colombia and *Maria O'Donell* in Argentina among others, will connect 622 GLR and Union Radio stations in the US, Spain, Mexico, Colombia, Argentina, Chile and Panama.

From their studio inside the V-me Election Center, GLR will report the election results provided by V-me, while V-me will broadcast GLR's interviews, local reports from across the US, and features on the youth vote from Shakira, Alejandro Sanz and others. Throughout the evening GLR's hosts *Jorge Castaneda* and *Carlos Puig* and V-me's *Jorge Gestoso* will provide commentary to each other's audience.

GLR 's coverage will be carried on US radio stations including: XEWW 690 - Los Angeles, CA, WSUA 1260 - Miami, FL, KTNO 1440 - Dallas, TX, KIQI 1010 - San Francisco-San Jose, CA, KIDR 740 - Phoenix, AZ, KIRT 1580 - McAllen, TX, XEWW 690 - San Diego, CA, KATD 990 - Sacramento, CA, KBAA 103.3 - Stockton-Modesto, CA, KXPL 1060 - El Paso, TX, KBNO 1280- KXRE 1490 KAVA 1480 - Denver, CO, WPWC 1480 - Washington DC, WPLO 610 - Atlanta, GA, WBRD 1420 - Tampa, FL, KOXR 660-KXPD 1040 - Portland, OR, KXPA 1540 - Seattle, WA, KBJA 1640 - Salt Lake City, UT, KHTY 970 - Bakersfield, CA, WRYM 840 - Hartford, CT, WWCL 1440 - Ft. Myers-Naples-Marco Island, FL, WJTI 1460 - Milwaukee, WI, KCZZ 1480 - Kansas City, KS, KZUE 1460 - Oklahoma City, OK, KBDB 1400 - Reno, NV, WQVA 1170-WIGL

93.9- Columbia, SC, KWEI 1260 - Boise, ID, KOXR 910 - Oxnard, CA, KCAL 1410 - Riverside, CA, KSBQ 1480 - Santa Maria, CA, WGVV 1440 - Greenville, SC, WZGX 1450 - Birmingham, AL, WIPC 1280 - Lakeland, FL and KFTA 970 - Twin Falls, ID, among others.

V-me's coverage will reach over 6 million US Hispanic homes on the network which is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities, and nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISHLatino Ch. 846. To find specific channel information for your market, www.VmeTV.com

PARTICIPA 2008: Elección Presidencial is the crowning highlight of PARTICIPA 2008, V-me's year-long initiative for high-quality political coverage and voter education in Spanish, made possible in part by a grant from the Corporation for Public Broadcasting. From the Super Tuesday primaries through the National Conventions and Election Day, Participa 2008 has offered the most comprehensive political coverage in the history of US Hispanic broadcasting – with over 60 primetime hours of original content devoted to electoral issues and developments, along with exclusive web video and features, and grass roots events with V-me's local public TV partners.

About V-me

V-me 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. For more information, visit www.vmetv.com

About Grupo Latino de Radio

Grupo Latino de Radio (GLR) is the international subsidiary of Spanish radio group UNION RADIO, holding company for Grupo PRISA's radio assets. With more than 1,250 stations in 350 markets, across seventeen countries, GLR is the pre-eminent Spanish language radio group in the world with 29 million daily listeners. GLR operates 2 radio stations in the US (Caracol WSUA 1260AM in Miami and W Radio XEWW 690AM in Los Angeles). GLR Networks is the production and distribution arm that supplies Spanish language radio stations in the US with world-class news services and compelling stories focused on sports, entertainment and community programming, as well as a variety of musical formats.

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