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## **V-me Builds Client base in strong Upfront 35% Increase in Advertisers from Year Prior**

**NEW YORK, September 15, 2009** -- Just 4 months into its 2009/2010 upfront selling season, and in the most challenging ad sales environment in media history, V-me, America's 4th-largest Hispanic TV network, has seen a 35% increase in sponsors from last year.

V-me's national distribution, qualified audience, creative solutions and unique series and specials have already attracted new advertisers including Mazola, Burger King, Best Buy, Walgreens, Orville Redenbacher, Blackberry, and Allstate - and the young network expects to have more than 40 blue-chip sponsors on board by the time the Upfront ends.

"Just as V-me has expanded options for Hispanic TV viewers, we are building strong relationships with clients looking for media options that reflect the dynamic changes in the Spanish-Language marketplace," said Frank Donaldson, V-me SVP/Director of Sales. "V-me has the distribution of a broadcast network with the demographics of a cable network, and when you combine that with innovative multi-screen executions tied to our exclusive programming, it's a very appealing offer for clients in all the key categories."

V-me's client roster takes advantage of sponsorship opportunities in a number of new and existing properties that include exclusive food, news, sports, music and movie series, as well as upcoming Hispanic premiere specials: *In the Heights: Producción de un sueño* – The personal stories behind the Tony-winning musical, *Parques Nacionales: Nuestra Mejor Idea* - The acclaimed Ken Burns film presented as a 12-weekly episodes, *Carrier* – the compelling docu-reality series, and *Sudáfrica 2010* – two weeks of special programming building up to the 2010 World Cup.

First up is the groundbreaking two-part special *Música Latina USA* – airing October 13th and 20th on V-me – with a fresh take on the history and influence of Latin Music and artists on U.S. Pop, Rock, Jazz, Hip-Hop and more.

In nearly 40 markets, V-me is available free over-the-air, and on basic digital cable. V-me is also carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV. In some areas, V-me is available on Verizon FiOS and AT&T U-verse. For local channel information go to [vmetv.com/estaciones](http://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 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](http://www.VmeTV.com).

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