



**AZTECA AMERICA NETWORK  
REACHES NATIONAL COVERAGE  
LEADING INTO 2005-2006 UPFRONTS**

**FOR IMMEDIATE DISTRIBUTION**

**Mexico City, May 5, 2005**—TV Azteca, S.A. de C.V. (BMV: TVAZTCA; NYSE: TZA; Latibex: XTZA), one of the two largest producers of Spanish language television programming in the world, announced today that Azteca America, the company's wholly-owned broadcasting network focused on the U.S. Hispanic market, has reached national network coverage.

"We are thrilled to be able to present additional details of our coverage advances to leading advertisers during our Upfront presentation on May 16 in New York City," said Luis J. Echarte, President and CEO of Azteca America. "Our expanded cable and satellite footprint -including recent affiliates carriage agreements with Comcast, Time Warner, Charter and Cox, as well as Dish and DirecTV- is combined with exciting programming news, which will bring unparalleled advertising opportunities to current and potential national clients. Our commitment to our viewers as well as clients is for dynamic, long-term growth."

TV Azteca noted it is committed to present the most sought after Spanish-language content to US Hispanic audiences, and to offer advertisers top quality viewerships to optimize their marketing efforts.

"We are now strongly positioned to tap the US Hispanic market on a large scale," said Mario San Román, Chief Executive Officer of TV Azteca. "There is a major opportunity to expand our business within a market almost the size of Mexico's broadcast television industry, with double-digit annual growth."

"We are firmly focused on our goal to achieve over 15% share of the US Hispanic market in the medium term, and to generate solid profitability levels in the near future," added Mr. San Román.

## **Company Profile**

Azteca America is the fastest-growing Hispanic network in the United States and a fully owned subsidiary of TV Azteca, S.A. de C.V. TV Azteca is one of the two largest producers of Spanish language television programming in the world, operating two national television networks in Mexico, Azteca 13 and Azteca 7, through more than 300 owned and operated stations across the country. TV Azteca affiliates also include Todito.com, an Internet portal for North American Spanish speakers.

*Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Risks that may affect TV Azteca and Azteca America Network are identified in its Form 20-F and other filings with the US Securities and Exchange Commission.*

### **Investor Relations:**

Bruno Rangel  
5255 1720 9167  
jrangelk@tvazteca.com.mx

### **Media Relations:**

Daniel McCosh  
5255 1720 0059  
dmccosh@aztecaamerica.com