

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

October 2005 • Number 36 • Year 3

Events & Features

• AzA Sponsors B&C's Hispanic Television Summit in Miami

p. 5

Mexican League Soccer Enters Final Stretch

With three weeks left of regular season play, the strong contenders for the Liguilla playoffs are becoming increasingly obvious.

Although Club America had its 28 game win streak three weeks ago, the Aguilas are nonetheless still in first place and have already qualified for postseason play.

Following Club America in the overall standings and in first place of group three is Cruz Azul. Cruz Azul shutout Veracruz 1-0 last week and appears to be on track as the season end nears.



Dear Friends

Hispanic Heritage Month is behind us, but our enthusiasm towards this community never fades. As the only true Hispanic network Azteca America commemorates our Hispanic heritage every day: you could simply turn on your TV set in any of the 39 cities with AzA coverage to attest. From our Hispanic anthem that celebrates our values, to our talent contests that praise our music, and from our beloved soccer to our women's magazines, *Cada Mañana* and *Tempranito*, Azteca America is a commemoration of our heritage. No matter

which one of the more than 20 different Hispanic nationalities represented in this country, we hold a celebration that happens 365 days a year, 24 hours a day.

Our celebration of Hispanic Heritage is continuous. From our 'El Grito' party, to the final concerts of La Academia, during September and October we paid special attention to every single detail that makes us proud to be Hispanic: our language, food, music, literature, and cinema were all represented in one way or another in our screen. But our Gazette is also a celebration of our Hispanic heritage and in November we will commemorate three years of this communications tool—stay tuned.

In this issue of our Gazette you will find a Station Spotlight on our station in Naples-Ft. Myers, some programming highlights such as our new novela, *Los Machos*, and a profile of Jorge Jaidar our Vice President of Operations and now also General Manager of our anchor station in Los Angeles: KAZA, channel 54.

Please enjoy,
Luis J. Echarte
Chairman and CEO

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Station Spotlight:

WTPH channel 14
*Naples- Ft. Myers-
Cape Coral*
Orlando Rosales
General Manager

Common paths to the television business include the sales and/or marketing side or the production side. However, it's not so often that a general manager comes complete with his own top-rated local weekday program.

This is the case of Orlando Rosales and his wife Mayela Rosales. With a month of Orlando as general manager of the station, the couple is entering into a partnership agreement with station owner Gaston Castens and the future appears bright. Originally from Venezuela, where Orlando was a computer engineer and Mayela the creative director for a DDB advertising agency affiliate, the two had all the tools they needed to succeed in the business.

Their weekday show, D'Latinos is the top show in southwestern Florida and currently aires on both Azteca America in the evening at 5 pm and on UPN in the mornings.

"Our next step will be local news. But in the meantime, we already



Orlando and Mayela Rosales and their partner Gastón Castens.

have a very strong local presence," said Orlando.

Although the program has been on the air for over three years in Ft. Myers, it has been a weekday program since the beginning of the year and an hour-long program for a month now.

Without Hispanic books in Ft. Myers, Orlando says that one of the barometers he uses is numbers of



clients, adding that his show, which is now in Azteca America, has established clients that the competition can't touch.

To boost cross-promotion efforts, Orlando also publishes a monthly magazine that recently dedicated an issue to Azteca America and has several promotions running with weekly magazines and local radio.

Although Ft. Myers is still lacking cable coverage from the local Comcast and Time Warner operators, he is optimistic that an agreement can be reached in coming months.

Good luck!

Station	Data
Market	Ft. Myers
Call Letters	WTPH
Channel	14
General Market	
Market Rank	70
Population 2004*	994
Households*	417
% Cable TV	
Penetration 2004	76.0%
Retail Sales (Million US\$)	14,889
% of Hispanic Origin	14.0%
Hispanic Market Info.	
Hispanic TV HH Market Rank	39
Hispanic TV HH	
Market Coverage	0.4%
Hispanic TV HH Market *	45
Hispanic P2 + Coverage	0.4%
Hispanic P2 + *	155

* In thousands

Programming Highlights

Machos



With a simultaneous launch in both the US and Mexico, *Machos* hit the airwaves of Azteca America earlier this month. The novela --which is counter-programmed against local news and a kiddie novela-- has met an early success in the former *Cante y Gane* slot.

Featuring the acting talent of Héctor Bonilla and Julieta Egurrola, *Machos* centers on the masculine endeavors of the Mercader clan, which is headed by Ángel, played by Bonilla, and includes his seven sons. Nevertheless, as the story unrolls, Ángel realizes that his sons, who include the Cuban actor Pedro Sicard alongside the Mexican actors José Alonso, Plutarco Haza and Alberto Casanova, are not really the "machos" that he thought them to be.

Don't miss *Machos* weekdays at 6 pm / 5 pm CST

Calles al Desnudo

A dynamic, fast-paced news program that brings the latest word from the streets of Latin America, *Calles al Desnudo* presents local, national and international news with a unique, sizzling touch. Hard-hitting news is balanced with celebrity and community segments in this unique format.

Seasoned journalists Mariana Montenegro and Mónica Mesones are backed by the extensive Fuerza Informativa Azteca newsteam in this hour-long weekday show.

Don't miss *Calles al Desnudo* weekdays at 4 pm/ 3 pm CST.

Boxeo Azteca Julio César Presenta

Live from Dodge Arena in Hidalgo, Texas, our Oct. 29 lineup features Diego Morales, the number-six ranked WBO super bantamweight (35-2-0) southpaw from Tijuana who is also the younger brother of Erick "El Terrible" Morales in one of the headline matches, as well as Luis Maldonado, the number-two ranked (31-0-0) WBC super fly-weight fighter from Mexico.



cont. p1

Pachuca is second in its group with 23 points after giving up the group lead to Toluca who now has a strong 26 points.

The first two finishes of each group and the next best two teams advance to the *liguilla*.

Jaguaires de Chiapas were the cause of America's downfall with a 4-3 win during week 12, then they steam rolled 5-1 over Pumas and this week they tied 1-1 with Atlante's potros. They now hold the third place in group 2 with 19 points and position themselves as a dark horse contender if they continue with the upsets.



The Tiburones Rojos of Veracruz followed Jaguares' example and beat America the following week 2-1 in the Azteca Stadium for the first time in 35 years. Nevertheless with a defeat this week they are now a distant fourth in group two, there is little hope of the squad making it to the *liguilla*.

Santos, Tecos and Monarcas Morelia are technically still in contention with 17, 18 and 17 points respectively. However, each of the three teams would have to be almost flawless during the final weeks to make it into postseason play.

Copa Tecate Champs Defeat Monarcas Morelia Feeder Team

Amateur soccer was at its best on Oct. 22, when the champions of the Copa Tecate amateur tournament defeated the Monarcas Morelia feeder team 1-0. The Copa Tecate squad, Alta Vista, from El Paso Texas, scored its first goal during the first

half of the match and managed to keep the Monarcas squad scoreless for the rest of the game.

Following the match, members of the Alta Vista squad were the guests of honor of a Monarcas Morelia professional game against Santos. The Tecate champs were presented on the field by the game announcer before the start of the match. And their presence appeared to bring good luck to the Morelia pros, given that they were able to overcome a five-game dry spell as they beat Santos 1-0.



AzA Sponsors B&C's Hispanic Television Summit in Miami

For the second consecutive year, Azteca America participated as a Silver Sponsor for the Reed Television Group's Hispanic Television Summit. Held in Miami this year, the summit is a setting for high-level television and cable execs to congregate and share ideas on the direction of the Hispanic television industry.



In addition to being listed as a sponsor in promotional material for both Broadcasting and Cable and Multichannel News, Azteca America Senior VP of Sales and Marketing Court Stroud participated on a panel with Douglas Darfield, Senior VP of Hispanic Services at Nielsen, to debate the pros and cons of new ratings initiative. Court was most adamant about the effect that continued diaries in smaller markets like Dallas and San Francisco could have on new networks, and specifically Azteca America.

Terry Crosby, president of Una Vez Mas, also participated on a panel on programming promotion, where he highlighted the activities that his station group has in place to ramp up viewership.

Also attending the conference, were Orlando Rosales and Mayela Rosales from WTPH in Ft Myers, as



well as Antonio Torres and Luis Gonzalez from TVC. Luis Mariano Cortés and Daniel McCosh were also on hand from the network.

We look forward to expanding our present at this event in the future.



Names & Faces

*Jorge Jaidar • VicePresident
of Operations and now also
GM of KAZA
in Los Angeles*

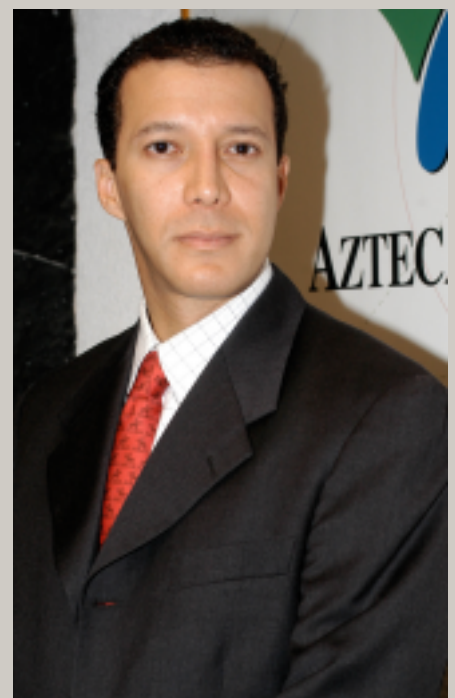
Jorge will be overseeing operations of our flagship station KAZA in Los Angeles in addition to his responsibilities as COO of the network.

The synergies between the network operations and KAZA are strong, given that Los Angeles is the largest Hispanic market in the country. And with KAZA's newly-

inaugurated digital studio, the station has production capacity for its local programs as well as US-based network productions, such as the recently-launched Calles al Desnudo (see p. xxx).

Jorge joined TV Azteca in 1997 in the finance department as director of information, where he compiled data for Azteca's CFO. Following an innovative rate-card pricing strategy, he moved to sales, where he was director of strategy and planning.

As COO of Azteca America since 2001, Jorge is responsible for programming marketing, production, special events and programming.



ADVERTISING OPPORTUNITIES

MAKE YOUR BRAND PART OF THIS EXCITING EXPERIENCE IN YOUR FAVORITE CITY!

Azteca America is proud to bring you the best in Hispanic boxing with top Mexican and Latino fighters, such as Julio César Chavez Jr., “El Travieso” Arce, Erik “El Terrible” Morales and many more.

Blow-by-blow comments by Julio César Chávez, the best 130-pounder of all times: over 100 victories; winner of three weight division world championships; exclusively with Azteca America.

A guaranteed knockout by sponsoring these series of 25 continuous fights, advertising your brands with the fastest- growing Hispanic network in the United States: Azteca America.

CONFIRMED VENUES & DATES

1. Anaheim, CA – Nov. 5 at the Arrowhead Pond of Anaheim
2. Palm Springs, CA – Nov. 19 at the Morongo Casino

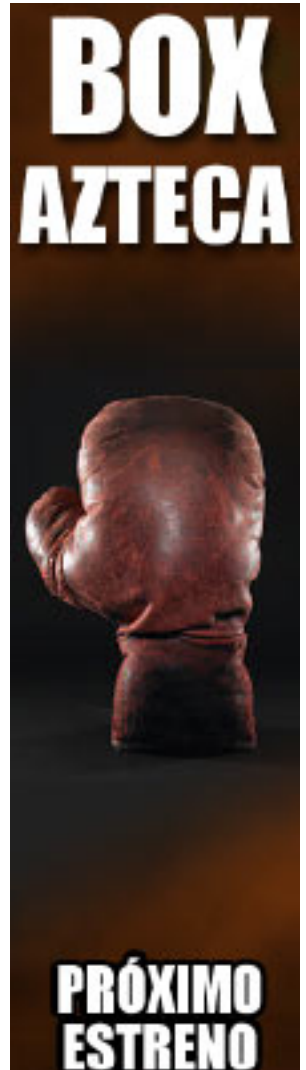
SPONSORSHIP OPPORTUNITIES:

Venue

- Logo on center of canvas
- Rope separators
- Ring Corners
- Turnbuckle covers
- Boxers’ robes and towels
- Grandstand banners
- Fringes around the ring

Media

- National spots
- Mentions by commentators
- Clock sponsorship
- Promotional spots to air a week prior the show



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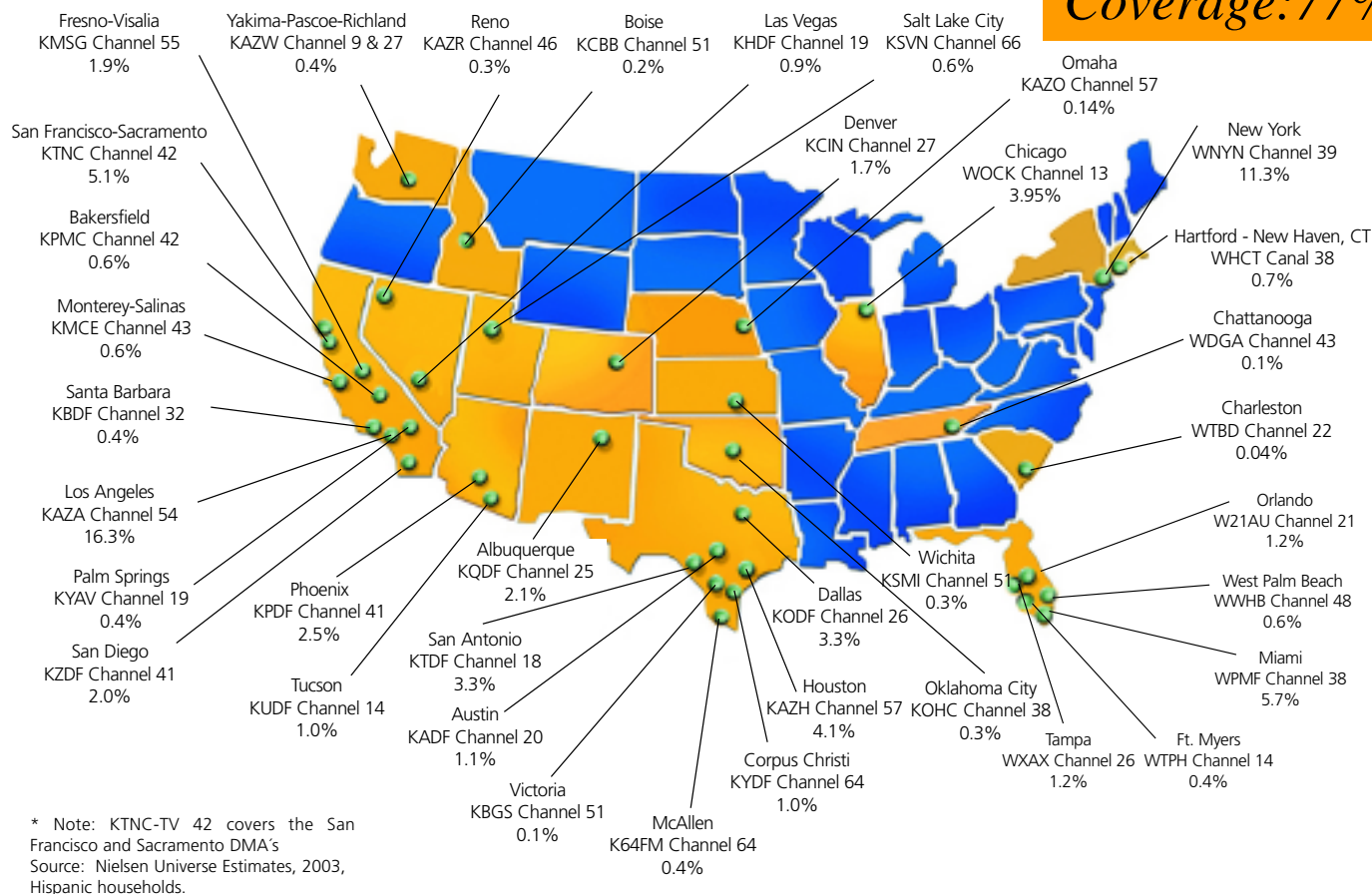
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AZTECA AMERICA

The Fastest Growing Hispanic Network in the U.S.

Coverage: 77%



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About TV Azteca

TV Azteca, listed on the Mexican Bolsa, the New York Stock Exchange and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

Today TV Azteca broadcasts four networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Azteca International for 13 countries in Central and South America; and Azteca America the fastest growing network in the U.S.

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