

The AzA Gazette



Upfront Special Issue

The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events, Features & Special Contributions

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Experience the Passion

As we enter our fourth Upfront presentation in New York City, this is an ideal time to celebrate our achievements at Azteca America.

For more than two decades, I've had the great fortune to be at the helm—in one capacity or another—of Grupo Salinas' many global entrepreneurial ventures. However, nothing quite compares to the frightfully ambitious launch of a U.S. Hispanic television network that began with a single station in Los Angeles and only reached 16% of the U.S. Hispanic population five years ago. We started planning and working on this network seven years from now, when Adrian Steckel was TV Azteca's CFO, and I believe that, with some ups and downs, we've done pretty well.

Today, only five years later, and 44 stations stronger, we can celebrate



the fact that Azteca America counts with over 83% geographic and 70% Nielsen coverage of the total Hispanic population in the United States. In other words, in five short years, we are strongly positioned as the fourth Spanish-language broadcast network in the United States and growing fast! Our achievement as one of ten broadcast networks in the country is an incredible feat given the time and structure of Azteca America. Naysayers beware!

It has been hard work for us and you: our clients, affiliates and friends that have trusted this ven-

ture from the start and shared this dream. We are very proud of this unprecedented achievement, and we are most thankful to you, our AzA friends.

Now it is time to Experience the Passion.

Please enjoy this special issue of the Gazette, dedicated to everyone who is proud to be part of the Azteca America family.

Warmest regards,

Luis J. Echarte
Chairman

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for **2006/2007**



offers as a full-fledged Hispanic television network:

- **more sports:** Mexican soccer & top championship Latino boxing
- **better novelas:** Mexico's top novelas plus 8 new novelas every year
- **relevant news:** as the only Hispanic broadcast network news from LA, we speak to the community from it's population center
- **exciting reality shows:** La Academia is the favorite Hispanic musical reality of the United States

experience**the**passion

sales: (212) 207-8535

Station Spotlight: Our AzA Network

Our network footprint continues on the rise. With this year's station additions, we are now in 45 markets, including 27 of the top 30 Hispanic markets.

Nevertheless, using other methodologies, we see that our network reach is even greater. During the final concert of La Academia USA, for instance, we received paid SMS messages from every state in the continental U.S., plus Hawaii!!

Important additions since our last Upfront include Philadelphia, Atlanta (the fastest-growing top-25 market) and Comcast cable coverage in Washington DC.

Our Washington coverage is thanks to a network agreement announced in January that allows Comcast coverage throughout the country in what is called "white areas" or markets where we don't have broadcasting stations.

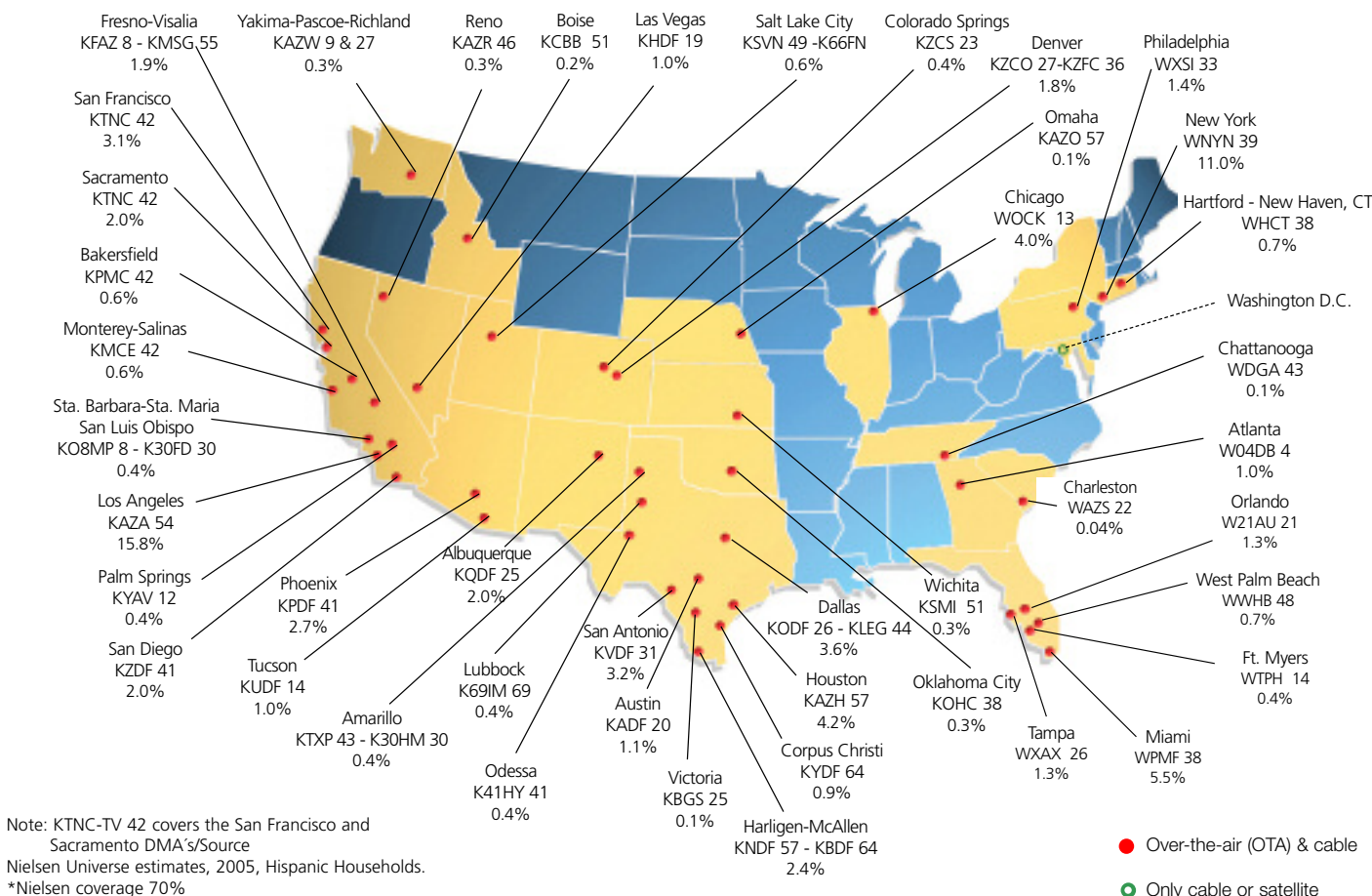
An important part of our distribution growth has also been an agreement signed in January by Alta Communications and affiliate group Una Vez Más (UVM). At the time of the announcement, UVM had 12 stations on the air. It now has 16

stations, and plans to add six more stations before year end.

Our San Diego affiliate also changed hands to McGraw Hill, where the broadcasting group is operating the station alongside its ABC affiliate and has secured a strategic channel position on the Cox, Adelphia and Time Warner cable systems.

We look forward to further coverage advances during the 2006-2007 season with additional over-the-air, cable and satellite homes coming soon.

**Geographic
Coverage: 83%**



Experience the Passion for Success

Luis J. Echarte
Chairman

Azteca America can help take you and your company to new heights of success and profitability, as we grow by leaps and bounds and capture the great and ever expanding Hispanic market of the United States. Today, only five years after we started operations in Los Angeles, and 44 stations stronger, Azteca America reaches more than 83% geographic and 70% Nielsen coverage of the total Hispanic population of the United States.

The Hispanic market is already quite vast. This presents enormous economic potential. The Hispanic population is growing eight times faster than the United States as a whole, and represents more economic clout than any country in Latin America.

At present, the illegal immigration issue may be looming large, and Mexicans are usually viewed at or below the poverty line. But the facts cannot be dismissed, and the fact is that this segment of the American population has a purchasing power of more than \$600 billion. This will be spent on products and services they are familiar with and those they may feel a brand loyalty towards.

This is also a segment of the vast American population where language and culture are a very serious barrier. But it's a barrier that we are best equipped to deal with. Azteca America and the American Hispanic

population are in many ways the same. We speak their language and share their value system. It's a value system that appreciates and respects family, religion, and a strong work ethic. This is caring and sharing people that are always eager to help their countrymen. But the nucleus of their being is the family—Hispanics consider family to be the only link to culture, and it is a very strong link indeed.



Hispanics are proud, honorable, and dignified people. They take great pride in their appearance, and take every opportunity to celebrate all national and religious holidays, as well as their special family occasions. Although Hispanics share many of the traditional values claimed by Americans, they still prefer to be bilingual and bicultural, even when sufficiently integrated into American society. We have a passion to serve this market.

What's tragic for American businesses, however, is that although Hispanics represent 15% of the population and 8% of total U.S. consumption, advertising expenditures for the group represent a mere 3% of the total. I don't need to tell you

that this is a huge gap and a devastatingly wasted opportunity.

Like all of you, at Azteca America, we constantly seek ways to do things better.

On our journey upward and outward, we have recently launched stations in Atlanta and Philadelphia. Last February, we launched two cable systems in Phoenix, and Washington D.C. No other Spanish language network is anywhere near our pace of growth in the United States. As we aim to settle in the #1 position, there is no better time for you to start taking positive action than right now.

As you may have already guessed by now, we are very passionate about what we do. We want you to experience our enthusiasm and share the success as well.

I believe that our indistinguishable fervour will make our success of the last five years pale by comparison to what we will accomplish in the next five years. Azteca America is poised to become the gold standard of Spanish-language television in the United States, we mean it—and we want you to be part of it.

At Azteca America, we have a direct interest in every single stakeholder in our business—the executives, administrative staff, sales force, producers, directors, news reporters, actors, advertisers, affiliates and numerous others, who work tirelessly every single day in our collective pursuit of excellence. To all of you I say: we cherish you, appreciate you, and respect you, as we work very hard to maintain and enhance your success. This is the time to make a difference. Let's do it together!

Back Home at Azteca America *Adrian Steckel* *President and CEO*

AZTECA AMERICA AND OUR PASSION TO SERVE THE HISPANIC MARKET

I started planning for Azteca America seven years ago when I was TV Azteca's CFO. It all began with a vision; an idea that we can improve the state of Hispanic television broadcasting in the United States. And today, we have succeeded above and beyond our own expectations. I anticipate with great enthusiasm the bright and exciting future we can all share in. I am most happy to be back home at Azteca America.

With 45 markets, today we have 83% geographic coverage, and 70% Nielsen coverage, and are about to benefit from the entire Hispanic viewing marketplace in this country. At Azteca America, we leave no stone unturned in our diligent daily efforts to fully understand our audience and their needs. We are strategically entering the U.S. Hispanic market by providing alternative quality programming. Towards that goal, as a fully integrated television company, Azteca America offers unique flexibility in programming and advertising.

Azteca America supplies some of the very best original television content in the United States including the most popular novelas, news, sports, talk and reality shows and much, much more; 24-hours a day, 7-days a week. We have the content, delivery systems, and the confidence to sell virtually any product or service to this ready and receptive resource—the

Hispanic market in the United States. The first quarter of 2006 was a very significant period for our company in many ways. Not only have we continued to experience astonishing growth, we made the crucial decision to relocate our corporate headquarters from Mexico City to Los Angeles. As a result, we live in the best of both worlds. We continue to leverage our strong lineage with TV Azteca in Mexico, while we increase our investments and infrastructure in the United States. This commitment will prove beneficial to our viewers, and more profitable to our advertisers on many levels.



In Los Angeles, we are at the epicenter of the #1 Hispanic market in America. Here, we have created a state-of-the-art production facility designed to develop an even greater quantity of quality programming that speaks to our Hispanic viewers' interests. Uniquely, this further allows us to embrace many innovative and extensive strategies for product integration and sponsorship. Azteca America's competition has focused on South Florida as a base of operations. However, the Miami-Fort Lauderdale area has less than 6% of the Hispanic community. Therefore, as we see it, having our headquarters in Los Angeles, will better serve all of our needs.

I believe that Azteca America will represent some of the best news that the advertising community has had in years. Together, we are poised to spread our message and reap the rewards. While Azteca America provides great programs that entertain, inform and educate our target market, our advertisers have a hot new vehicle that reaches more than 40 million Hispanics in the United States at a cost far lower and more effective than the established broadcasters who have taken comfort in the status quo.

However, Azteca America has shaken up the status quo. Like TV Azteca in Mexico, our young company is now in a position to take a fair share of their advertising pie. Why? Because our advertisers deserve a profitable return for every hard-earned advertising dollar spent. Hispanics are the fastest growing minority group: By 2020, it is estimated that Hispanics will represent almost 20% of the total U.S. population. Now, please note that two-thirds of Hispanics are of Mexican origin. Just about 16% of them live in Los Angeles, and 11% reside in New York.

These are clearly exciting times for Azteca America and our advertising partners. I firmly believe that no one understands our audience better than we do.

PASSION FOR LEADERSHIP

I have been an executive member of Grupo Salinas since 1994. During these past 12 years with the company, in leadership positions and with subsidiaries that were high risk ventures to state it mildly, I have a very clear view of what we can and cannot accomplish.

Today, most organizations are over-managed and under-led, even though it is precisely leadership that

ultimately determines which companies succeed or fail.

To remain competitive in the cut-throat business of television broadcasting, companies need a new generation of leaders who are visionaries and who can shape, rather than surrender to, our increasingly savvy marketplace. We at Azteca America understand that authentic leaders of mission-driven companies create a far greater stakeholder value than financially-oriented organizations. Azteca America is a company of character-based leaders who encourage and empower all those who have a stake in the integrity and success of our enterprise.

Today, there are many stories in business publications that beg the question: Why do leading companies so often lose their innovative edge? A company like Azteca America comes along, and we're not just a temporary thorn in the established networks' side, but rather a serious contender that is taking over a significant portion of their market share.

Our competitors seem to suffer from a success syndrome as their managers don't learn how to sustain incremental change, while simultaneously leading revolutionary transformations. Our established competitors' performance gaps allow us to develop action plans to attain and maintain industry leadership.

At Azteca America, we are leaders dedicated to creating innovation streams. This is a fundamentally different kind of innovation designed to extend or replace existing models; this allows us to develop programming, distribution methods, and creative advertising and promotion options in our tireless efforts to capture the entire American Hispanic television-viewing population.

Never before has competition been so fierce for your advertising dollars. And never before have television networks been required to change as quickly and fundamentally as they are today. But how does real change occur—change that truly modifies people's behavior?

At Azteca America, as with TV Azteca, we did it by being innovative and driven, by increasing urgency, by building a guiding team, by getting the vision right, by communicating effectively, by empowering our people into action, by not letting up, and by making change stick. In the end, companies like ours achieve success by making people feel differently and not just think differently. And this, produces very profitable results morally and financially.

At Azteca America we are not upstarts, but rather giant slayers. Giant slayers begin by recognizing that customers' needs and perceptions of value vary significantly across segments. The ability to move quickly based on superior knowledge of customer needs is another hallmark of successful challengers like us. All of us at Azteca America challenge you to make the right move, the smart move, the profitable business-generating move.

KMSG Promotes Policy Debate in Fresno



Azteca America Channel 55 in Fresno and Bakersfield transmitted a special one-hour local program called *Dialogo Abierto* - HR4437 as a precursor to the May 1 marches to promote open dialog with respect to key immigration issues. The program, hosted

by KMSG Public Affairs Director Alma Martínez and aired on April 28, featured panelist representing a broad sector of Central Valley society.

"We feel it our responsibility to keep our community well informed. The quality and the expertise of our panelists is very impressive and presents a wide array of views and opinions on today's immigration issue," said General Manager Federico Galindo.

KMSG was the first Hispanic television station in the Central Valley to air a one-hour special on immigration. Panelists included Gustavo Aguirre, National Vice President of the UFW in Delano; Father Joaquín

Arriaga of the Santa Lucia Catholic Church in Fowler; Dr. Manuel Figueroa-Unda, Professor of Chicano Latino Studies at CSU Fresno; Manuel Cuhna, President of Nisei Farmers League in Fresno; Leonel Flores, Sub Coordinator of Comité No Nos Vamos, Unión Braceros; and Phyllis Beech, Immigration Lawyer.



Sales Update

Carlos de la Garza
President of Sales
and Marketing

As we enter our 2006 Upfront, this is the first season in our short history that we have entered with data from Nielsen's Big Books of Hispanic broadcasting.

And the picture is bright. We have increased our primetime 18-49 audience by 150% from February 2005 to February 2006 sweeps, boosting our share from 2 to 5% for 6 am to 12 am Monday through Sunday. And on weekends, we are challenging Telemundo, as our share for the same sweeps period this year was 12%, versus Telemundo's 13% for 12 pm -7 pm.

Specifically, we are the place for FLM Mexican soccer and Latino boxing. Without Azteca, you're missing almost half of the excitement of Mexican soccer. We have broadcast rights to eight of the 18 league teams, and any league purchase is incomplete without Azteca Ame-

rica. For 2006 to date we represent a third of all Mexican soccer viewing, counting over-the-air and cable; and 37% of broadcast viewing for the league.



As for boxing, for the current year to date we represented 20% of viewing of Latino boxing including Univision, Telemundo, Telefutura and Galavision. This was a 185% increase in boxing viewing for our young network.

In terms of reality shows, our blockbuster *La Academia* boosted ratings 330% from the 2004-2005 to 2005-2006 season to an average of 342,000 impressions among the 18-49 demo.

And Azteca America is quality in addition to quantity. Our primetime audiences are younger, more likely to be employed and have more kids. Take age for example, 48% - or almost half of our viewers - are under the age of 35, compared to about a third for competing networks, according to February sweeps data from Nielsen. And 70% of our viewers have kids, compared to about half of viewers (52%) at Telemundo and Telefutura. As for income earners, 70% of our prime audience owns a car, compared to 54-60% for Univision, Telefutura and Telemundo.

Aside from numbers, as producers of our content we offer unmatched flexibility for all of your integrated product needs. Whether it is animated supers, sponsorships, mentions or virtual placements, we have it all.

We are also an ideal reach extender due to our exclusive audiences. A portion of our viewers simply don't watch Univision, Telemundo or Telefutura. Therefore, by shifting a part of your Hispanic network advertising budget to Azteca America, you can actually extend your reach with less cost. Now that's a smart buy.

Denver Takes to the Air With Helicopter Broadcast

Our McGraw Hill affiliate in Denver, Azteca America Colorado, made a first for their Hispanic community with a live helicopter broadcast of the Immigration Reform March at Civic Center Park.

The transmission was part of an hour-long local segment of the landmark event that attracted an estimated 75,000 residents, which was a 50% increase over attendance of a prior March 25 rally. The march was the third-largest in the nation after Los Angeles and Chicago.

"We are very proud of this milestone and our ability to bring Denver's Spanish speaking and bilingual com-

munity the relevant live coverage they deserve", said Natalie Quaratino, Director of Operations for McGraw-Hill's Azteca America properties.

The transmission exemplifies one of many synergies between Azteca America Colorado and Denver's 7 (McGraw-Hill's local ABC affiliate).

Programming Highlights

Los Protagonistas a Nivel Mundial Presents Top Soccer Highlights From Germany

Our daily sports news program *Los Protagonistas a Nivel Mundial* will launch beginning June 5 at 10 pm EST and PST/ 9 pm CST and continue through July 9.



The show will offer daily soccer updates of Hispanic America's favorite sport, with color commentary by David Faitelson, a veteran Azteca reporter who has covered top international soccer events since 1986.

To liven up the action, we present Andrés Bustamante, the popular Mexican comic that brings to life the hilarious Güiri Güiri character and more.

Other segments include fashion, culture and cuisine from throughout Germany.

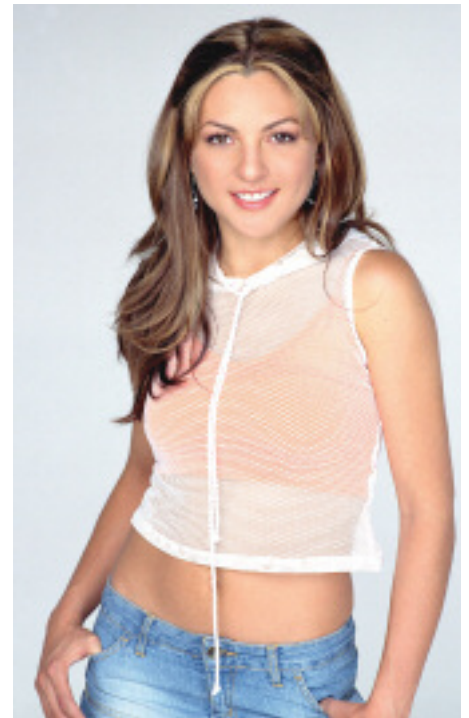
Don't miss *Los Protagonistas a Nivel Mundial*

Amor sin Condiciones

Mariana Ochoa, former OV7 member and solo recording star, returns to Azteca America with *Amor sin Condiciones*.

This hit novela centers around the life of María Clara, who has an

innocent love for Carlos Raúl, a promising piano player. However, once he moves to the big city, María Claudia realizes that she must fight to regain his heart from the holds of the ruthless and beautiful hotel baroness Ximena.



Boxeo Azteca: The Best in Latino Boxing

Boxeo Azteca features the best in Latino boxing. Follow the personal and national glory as Latino fighters from throughout the Americas show their stuff, blow by blow, with live events held in top U.S. Hispanic cities. Boxers such as Erick "El Terrible" Morales, Jorge "El Travieso" Arce and Julio César Chávez Jr. are just a few of our headline fighters.

La Academia Fifth Generation Coming Soon

The excitement of *La Academia* is just around the corner. With castings held in Los Angeles and throughout Mexico on May 5 and 6, we once again expect a dynamic mix of Mexican and U.S. Hispanic contestants for our blockbuster musical reality program.

The prior season of *La Academia* yielded Yuridia from Tucson. As runner-up of the program, Yuridia

has now sold over 700,000 CDs, going "diamond" in Mexico and "gold" in the U.S. Hispanic market.



Noticiero Azteca America: Network News Live From Los Angeles



Our evening and nighttime network newscasts feature top national and international news presented in a dynamic format that appeals to our target audience.

Award-winning anchor José Martín Sámano presents the only network broadcast news produced from Los Angeles, the heart of the Latino community.

Boasting a state-of-the art fully digital studio, the newscasts feature a special segment of legal advice for immigrants, as well as live link-ups with TV Azteca in Mexico City. The nightly newscast features a live interview segment with Armando Guzmán from Washington.

Other features include a daily viewer survey, with the results presented in the nighttime news program and an opinion section with noted editorialists Sergio Sarmiento, Jorge Gestoso and Erick Guerrero.

Also included in the newscasts are special investigative reports and live on-the-ground reports from our network of correspondents and reporters.

Ventaneando

Entertainment news, incisive critiques and the latest gossip about your favorite Latino stars, hosted by Pati Chapoy and her colleagues Pedro Sola, Atala Sarmiento, Mónica Garza, Aurora Valle as well as the amusing and irreverent remarks of Daniel Bisogno.



Movie Time

Top Hollywood action and comedy titles are presented with Mexican voices to thrill, chill and amuse audiences.

Azteca America and Mexican League Soccer: We are Half the Fun

With the post-season Liguilla playoffs just underway as we went to press, we wanted to recap the importance of Azteca America and Mexican soccer.

The league is comprised of 18 teams, with transmission rights granted for the home games of specific teams. In the case of Azteca America, we have rights for eight of the 18 teams of the First Division professional league. However, other perennial favorites, like America and Chivas, are also transmitted by Azteca America when they play "away" games against our teams.

Eight teams means that we broadcast almost half of the league games. However, most importantly, a complete buy of the league cannot be made without Azteca America.

The season is divided into two per year, the *Apertura* or Opening season, which traditionally runs from July to November, and the *Clausura* or Closing season, which runs from January through May. Eight teams are selected for post-season championship tournaments of each season. These teams include the top two finish-

ers of the three league division or groups and the strongest two next finishers.

For the current tournament, four of the eight playoff teams are teams that have exclusive rights with Azteca America, including the top three regular season finishers Pachuca, Jaguares and Cruz Azul; plus Monarcas Morelia.

Following is a short history of our four Liguilla contenders

PACHUCA



According to Mexican soccer history, it was a group of British miners and technicians from the Compañía Real del Monte and Pachuca that founded the first soccer team in Mexico in 1901 in the state of Hidalgo.

Pachuca is the current regular season leader and has won three championship tournaments in 1999, 2001 and 2004.

JAGUARES



The Jaguares are one of the youngest teams of the league, after entering the First Division in June of 2002. The team is based in the Chiapas capital city of Tuxtla Gutiérrez.

Despite finishing the closing 2004 regular season in first place, the team has yet to win a championship. The Jaguares are the current regular season runners up.

CRUZ AZUL



One of the perennial crowd pleasers in Mexico City, the team is officially based in Cruz Azul, Hidalgo. As an adopted Mexico City team, the club has a grand rivalry with America. Cruz Azul got its start as an amateur team in 1927, and currently has eight league titles. Cruz Azul finished the current regular season in third place, and has not won a championship since 1997.

MONARCAS MORELIA



Azteca's own, the Monarcas were originally founded in 1924 in Morelia under the name "Oro." However, it wasn't until 1947 when "Oro-Morelia" joined the central region soccer organization and changed its name to *Club Deportivo Morelia A.C.* The Monarcas were purchased by TV Azteca in 1996 and were league champions in 2001. They entered the current Liguilla as an alternate to the Dorados as a longshot for the title.



TVC Launches Local Morning Show in Miami

TVC, our affiliate group that operates stations in Chicago, New York and Miami, launched a locally produced morning entertainment show on May 1st featuring well-known host Cuban-born comedian Gilberto Reyes. Reyes is best known to the Miami community for his radio show with sidekick Miguel

González known as the Fonomecos and more recently for a local TV show called *El Mikimbim de Miami*.



The TVC Azteca America show, called *Carga Positiva*, runs weekdays from 7 to 9 am. Reyes will feature interviews dealing with topics important to the Miami Hispanic community, with breaks for news, traffic, weather and horoscopes.

Immediate future plans are to incorporate fixed sponsorable segments.

For more information on sponsorships and promotion ideas, please contact Mike Schweitzer (Sales) or Grizelle De Los Reyes (Marketing and Promotions) at 305-994-1700.

Names & Faces

*Our Production and
Programming Team*

José Luis Guasch,
*Director of Production
and Operations*

Joshua Mintz, *Director
of Programming*



As we continue to migrate critical operations to Los Angeles, we are

proud to announce the appointment of José Luis Guasch as Director of Production and Operations, and Joshua Mintz as Director of Programming, who bring 59 years of combined experience to our network.

José Luis has 39 years of high-level television operations experience in Mexico and the U.S. Hispanic market. He got his start in the industry at Televisa precursor Telesistema, working his way up the ranks to become Vice President of Channels 2, 4, 5 and 9. However, his longest responsibility within the company was as Vice President of Televisa's Northeast Division, which includes Tijuana, Mexicali, Hermosillo and Ciudad Juárez.

José Luis will be responsible for all television production at Azteca America, including news operations, which were entirely transferred to Los Angeles in February of this year.



Joshua has over 20 years of television programming and production experience in Mexico and the U.S. Hispanic market. He got his start in the industry at Televisa, where he held executive programming and production positions, as well as reporting to the President's Office, and joins Azteca America after spending five years as an Executive Producer at Univision.

Welcome aboard José Luis and Joshua!!!

Our Talent

PAOLA NÚÑEZ

This talented actress got her start at Azteca's in-house acting school CEFAC. In addition to several short films, she has acted on stage in *La Enfermedad y la Juventud*, *Las Princesas y sus Príncipes* and *El Graduado*.

Her television credits include: *Lo Que Callamos las Mujeres*, *Vivir Así*, *Cara a Cara* and *Sin Permiso de tus Padres* as well as the telenovelas *Como en el Cine*, *Lo Que Es el Amor*, *Súbete a mi Moto*, *Enamórate* and *Mirada de Mujer*, *el Regreso*, with the role of Diana.

She was featured in *Las Juanas* as Juana Maricela, and recently completed a very successful national tour in Mexico of the play *El Graduado*.

She currently plays the role of Bárbara in the novela, *Amor en Custodia* alongside Margarita Gralia, Sergio Basañez and Andrés Palacios.

ANDRÉS PALACIOS

Born in Chile, Andrés Palacios studied at Azteca's in-house acting school CEFAC. His television appearances include the novelas *El Amor No Es Como lo Pintan*, *Háblame de Amor*, *El País de las Mujeres*, *La Duda* and *Belinda*.

His most recent performance was in the novela *Las Juanas*, where he played Álvaro Matamoros. He has participated in the series *El Poder del Amor*, *Historias de Ellos*, *Para Ellas*, *Cara a Cara*, *Vivir Así*, *La Vida Es una*

Canción and *Lo Que Callamos las Mujeres*.

He currently plays the role of Pacheco in the successful novela *Amor en Custodia*.





Fundación Azteca America: Hispanics helping Hispanics

At Fundación Azteca America our philosophy is clear and simple: Respect the individual.

Give back to society by improving health, nutrition, education and the environment.

Empower the Hispanic community. Offer tools for self-improvement rather than charity.

And live up to our core values.

By launching Fundación Azteca America, we are giving back to the dynamic community that propels Azteca America and other Grupo Salinas companies in the United States.

FUNDACIÓN AZTECA AMERICA



WHAT IS FUNDACIÓN AZTECA?

Fundación Azteca America (FAZA), our non-profit organization, is committed to improve the quality of life in the Hispanic community. FAZA builds on the success of Fundación Azteca, which has touched the lives of millions of Mexicans through its programs and is currently one of the most widely recognized non-profit groups in Latin America.

A CALL FOR ACTION

Hispanics, and especially newly-arrived immigrants, require an ever-increasing array of information and access to social services. Fundación Azteca America creates a bridge between needs and the giving community.

The Hispanic community faces enormous challenges and we all have something to offer. Hispanics have particular needs that should be addressed with targeted programs and campaigns; FAZA is creating alliances with key non-profit organizations to fill these needs while creating a hub of information for the community, especially for children and young adults.

AZTECA AMERICA: A SCREEN WITH SOCIAL COMMITMENT

Fundación Azteca America promotes its programs through screen time on the Azteca America televi-

sion network. FAZA has already launched two successful public service announcement (PSA) campaigns: One to prevent the consumption of drugs, under the *Vive Sin Drogas* or Live Without Drugs campaign, and another to prevent Alcohol Impaired Driving. The *Vive Sin Drogas* campaign was awarded a Civil Society Award by the United Nations in 2000.



In January of 2006, Fundación Azteca America organized its second *Juguetería* Toy Drive in Los Angeles with the presence of Mayor Villaraigosa: more than 30,000 children departed with a toy, and a smile.



In the fall of 2006, FAZA will launch its first *Gira Vive Sin Drogas* or "Live Without Drugs Tour" in the USA. In this live event that includes conferences, music and more, experts on substance abuse, local authorities and Azteca America screen personalities talk straight chat about the dreadful consequences of drug consumption with thousands of kids.

In 2007 we plan to introduce our Movimiento Azteca television marathon, where our Board of Directors will select a Hispanic Foundation to help by raising funds through our screen.



Movimiento AZTECA

Unidos hacemos más

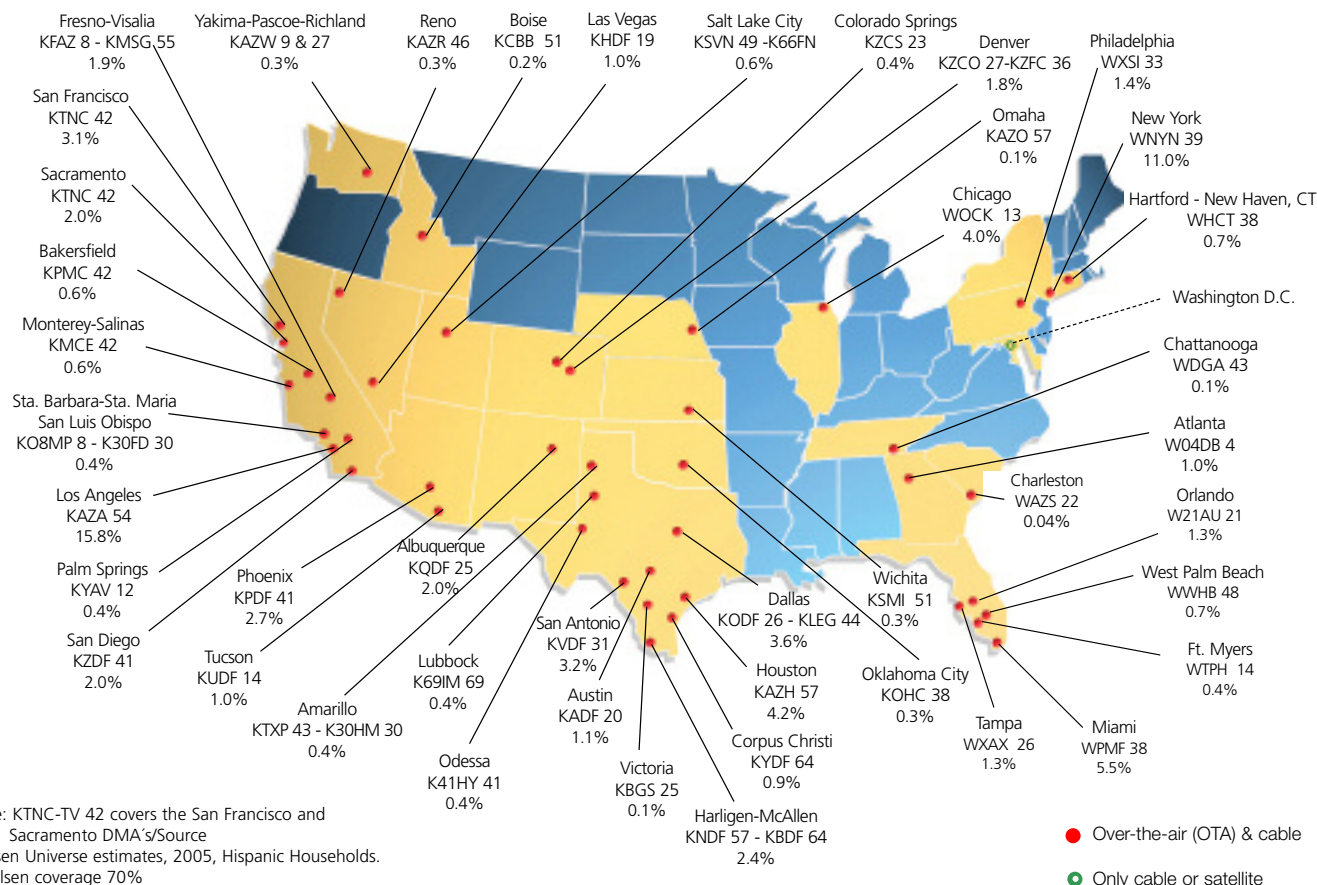
Television continues to be a powerful means to inform and promote the advancement of our community interests. We acknowledge the implied responsibility and are teaming up with fellow organizations dedicated to improving the lives of Hispanic people of the United States. Our goal is to become a bridge between the enormous needs of our community, and the resources that are available to help.

All of us at Azteca America are proud to be able to give back to the community that has given us so much success.

PLEASE, JOIN US IN THIS EFFORT!

The Fastest Growing Hispanic Network in the U.S.

45 Markets; Geographic coverage:83%



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About TV Azteca

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

TV Azteca broadcasts five networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Proyecto 40; Azteca Internacional for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.