



FUNDACION
AZTECA AMERICA



FUNDACIÓN AZTECA AMERICA BENEFITS 20,000 CHILDREN WITH *JUGUETÓN* TOY DRIVE IN LOS ANGELES

—“A Magnificent Effort that Unites our People,”
Says LA Mayor, Antonio Villarraigosa—

FOR IMMEDIATE RELEASE

Los Angeles, CA, January 9, 2006. Fundación Azteca America, the US Hispanic sibling of Fundación Azteca—a non-profit organization dedicated to improving social and environmental consciousness, with emphasis on health, nutrition and education—celebrated in Los Angeles its second US *Juguetón* Toy Marathon, with the presence of Antonio Villarraigosa, LA’s Mayor, and the production support of Azteca America.

In commemoration of Three Kings Day, Fundación Azteca America was able to deliver toys to 20,000 needy Hispanic children. The first *Juguetón* Toy Drive, conducted three years ago in Las Vegas, Nevada, also made thousands of children happy, and provided with important know how to build this Toy Drive and many more expected for upcoming years.

Mayor Villarraigosa, Jorge Garralda—our celebrity conductor and founder of the *Juguetón*—and Jorge Jaidar—Director of Operations of the Network and General Manager of Azteca America’s station in Los Angeles, KAZA-TV—delivered the toys before the presence of 30,000 people gathered at a local retailer in the city of Los Angeles. “This is a magnificent effort that unites our people for the unique goal of making thousands of children happy in the second most important city for Mexicans outside of Mexico City. Thank you Azteca America,” Mr. Villarraigosa said.

Jorge Garralda, thanked the participation of Mr. Villarraigosa, and a generous donation of *Hermes Music*, while stressing on Fundación Azteca America’s firm determination to replicate this drive in more cities throughout the US in the future. “You offer us, Mr. Villarraigosa, a living example of the accomplishments of true effort and evidence that anyone in our community can become a genuine leader in this country.”

Luis J. Echarte, Chairman of Azteca America and President and CEO of Fundación Azteca America commented, “It has been clear to us, from our beginnings four years ago, that we owe our success to the Hispanic community, and Fundación Azteca America is simply our modest way to give back to our people; the *Juguetón* Toy Marathon is thus one more way to express enormous gratitude to our community.” This year, Fundación Azteca and Fundación Azteca America delivered more than 10 million toys to needy children in Mexico and the US.

Fundación Azteca America: Hispanics Helping Hispanics.

Fundación Azteca America is a non-profit organization dedicated to improving the quality of life of the Hispanic community in the US. 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.

About Azteca America

Azteca America is the fastest-growing Hispanic network in the United States. The network is a wholly-owned subsidiary of TV Azteca S.A. de C.V., one of the two largest producers of Spanish language television content in the world. Azteca America currently has presence in 43 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco-Oakland-San Jose, Phoenix, Brownsville-McAllen, Albuquerque, San Diego, Fresno-Visalia, Sacramento-Stockton-Modesto, Denver, Orlando, Austin, Tampa, Corpus Christi, Tucson, Las Vegas, Colorado Springs, Monterey-Salinas, Hartford, Salt Lake City, Bakersfield, West Palm Beach-Ft. Pierce, Santa Barbara, Palm Springs, Omaha, Yakima, Naples-Ft. Myers, Wichita, Reno, Boise, Victoria, Oklahoma City, Charleston, Chattanooga, Amarillo, Raleigh-Durham, Charlotte, Greensboro-Winston Salem, Wilmington and Philadelphia.

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