

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

April 2007 • Number 53 • Year 5

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Strong Show for AzA at Expo Orlando

Azteca America Orlando brought the house down at the 14th Annual Hispanic Business and Consumer Expo in the city. Considered one of the biggest and most influential shows of its kind in the United States, the Expo was held from April 20 through April 22 and brought together over 600 exhibitors and 35,000 visitors.

Azteca America's booth occupied 40 square feet complete with a reception area, television studio, and an area for prize giveaways. Two plasma screens displayed Azteca America's programming, while light-up posters and beautiful models rounded out the spectacular presentation at the booth, which was without a doubt one of the best of the Expo.

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Dear AzA Friends:

With less than a month to go to our May 14th Upfront in New York City, we are already rolling out the good news. In addition to our new afternoon novela *Ángel, Las Alas del Amor*, we launched this week a new primetime novela *Se Busca un Hombre*.

We are also pleased to announce new programming agreement with Discovery Networks that should strengthen our children's block as well as primetime viewing on the weekends.

Our coverage news will be reserved for the Upfront, but rest assured that we will have some exciting options for the most important of the five current Pappas markets that will be switching affiliations in July.

In this AzA Gazette we'll share with you our affiliate's participation in the Viva Fort Myers fest, the UVM trip to Spain, our visit to the National Association of Hispanic Publications convention, and we also present our Corporate Website team. And again, please mark your calendars for our May 14th Upfront, where we'll share more exciting news about Azteca America.

Thank you for your interest,

Luis J. Echarte
Chairman of the Board

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Station Spotlight:

*Azteca America
Orlando
W21AU Channel 21
Mario Ragazzo
President / COO*



Broad cross promotion has been a key to the development of operations at Azteca America Orlando.

Based within Universal Studios, AzA Orlando is currently producing a twice-weekly community show called *Viva Orlando*, which runs in the half-hour slot at 6:00 pm prior to the network news on Thursdays and Fridays.

AzA Orlando News Director Alonso García describes the program as a community talk show, with recent

guests including U.S. Senator Mel Martinez, as well as top professionals in the legal, medicine, and financial areas, who orient new and longtime residents on vital issues such as health, immigration rights and home owning.

Alonso is also preparing to launch next month a local news synthesis, to air at 5:45pm, prior to the network news at 6:30pm. The concise news summaries will be supported by more in-depth reporting available on AzA Orlando's website www.azaorlando.com.

The news synthesis will also be simulcast in radio on Viva 1160, a station that reaches five Central Florida counties, and will be produced in conjunction with the Hispanic daily *El Sentinel*. This joint project is part of a broad cross promotional strategy that includes almost all of the local print publications, most notably *La Prensa*, as well as *La Raza Hispana* and CMD Magazine.

To build on AzA Orlando's very successful Orlando Expo participation (see p. 1), Mario Ragazzo is currently organizing the Copa Azteca America soccer tournament, which will be held in September and October. The tournament will offer cash prizes of \$3,000 to \$15,000 for the top three finishers of a field of 32 teams, which will include many veteran professional players, as well past national team stars from top U.S. and South American squads. Each game of the tournament will be covered on AzA Orlando and Viva 1160 AM.

Additionally, AzA Orlando will continue its strong promotions for Mother's Day and Father's Day,

where viewers are offered extended stays in local hotels with dinner theater passes and other special touches, as well as gift baskets and shopping sprees at local supermarkets.

For *5 de Mayo*, the station has teamed up with *Casa México*, the local chapter of a philanthropy and cultural exchange program in conjunction with the Orlando Mayor's Office. The celebrations will include a street parade, a food festival and entertainment.

Similar plans are also in the works for Mexican Independence Day in September. This time, partnering with local radio stations.

Mario adds that he hopes his community efforts pay off soon in the station's goal of being available on all local cable outlets.

Stations Data

Markets	Orlando
Call Letters	W21AU
Channel	21

General Market

Market Rank	20
Population 2005*	3,320
Households*	1,317
Retail Sales (Million US\$)	48,188
% of Hispanic Origin	14.4%

Hispanic Market Info.

Hispanic TV HH Market Rank	17
Hispanic TV HH Market Coverage	1.4%
Hispanic TV HH Market *	154
Hispanic P ₂ + Coverage	1.2%
Hispanic P ₂ + *	469

* In thousands

Programming Highlights

Se Busca Un Hombre (Man Wanted) Primetime Novela Launches This Month

Heartthrob Leonardo García returns to the screen of Azteca America in the April 23rd launch of *Se Busca Un Hombre*.

The story centers on the life of Angélica (Andrea Noli), a successful businesswoman who appears to have it all. She is the owner of the largest spa chain in the country, married to Gonzalo Villaseñor (Luis Miguel Nombana), with two beautiful children. However, things change when she discovers that Gonzalo is secretly seeing a younger woman.

She faces the difficult decision of keeping up appearances of her current life or facing the fear of living without companionship. Her story leads into other experiences of

women looking for Mr. Right.

DON'T MISS *SE BUSCA UN HOMBRE* WEEKDAYS AT 9 PM / 8 PM CST.



Carlos Zapata, Mayela Rosales, Cynthia and Martín Icaza

La Academia Boosts Viva Ft. Myers Fest

Congratulations go out to Mayela and Orlando Rosales for a success-

ful sponsorship of the Viva Ft. Myers fest last month.

La Academia talent was represented by Cynthia, who is currently promoting the second single from her

CD *Soy*. Captivating an audience of more than 3,000 people with her talent and charm, she also added some of the crowd favorites that made her a hit with *La Academia*. The performance was followed by an autograph signing.

Hosts of *D'Latinos al Día* were also present in the event including Mayela Rosales, Martín Ycaza and Carlos Zapata, showing their professionalism and dedication to fans.

Viva Ft. Myers is the most important Hispanic festival of the year in the community and Azteca America Southwest Florida continues to win over new audiences in the market.

Azteca America Carries Discovery Programming on Weekends

As if Azteca America's blockbuster sports programming on the weekends weren't enough, as of April 22, the network is also airing *Discovery en Español* programming on Saturdays and Sundays.

Featured *Discovery en Español* content includes original programming from Discovery created for Spanish-speaking viewers such as *Factor Desconocido*, a six-part series that explores the scientific reality behind the world of the paranormal, as well as the best Discovery content from around the world that has been transcoded to ensure cultural relevance for U.S. Hispanic viewers, including *En Busca de la Santa María*, *Dino Planet*, *Chupasangre*,

Australia Tierra Extrema and *Anatomía de una Mordida: Tiburón*. "The agreement is a win-win situation, offering our growing audience and distribution network the best of *Discovery en Español*," said Adrian Steckel, CEO of Azteca America. "This is yet another example of how we are tailoring our programming grids with content specifically geared toward U.S. Hispanic audiences."



"The success of *Discovery en Español* demonstrates that U.S. Hispanics are increasingly hungry for a wider variety of viewing alternatives, and extending our content to Azteca America ensures that

more Spanish-speaking consumers in the United States will now have access to Discovery's world class programming," said Luis Silberwasser, senior vice president and general manager, Discovery Networks U.S. Hispanic Group.

Azteca America has also licensed programming from *Discovery Kids en Español* which will air Saturday and Sunday mornings from 6:30 – 8:30 AM. The range of programs from Discovery's library of high quality and educational content for U.S. Hispanic children includes *Tutenstein*, *Kenny El Tiburón*, *Darcy Indomable* and *A Toda Prueba*.

"Discovery Kids is true children's programming, with the educational and family values that Discovery Networks and Azteca America share," said Luis J. Echarte, Chairman of Azteca America.

UVM Dazzles Clients and Agencies in Spain

Barcelona and Madrid were the spectacular destinations chosen by *Una Vez Más* (UVM) for its first annual client and agency conference.

Nearly 150 participants were hosted by UVM and given a closer look at UVM's plans for the future, including additional markets, a Texas network, upcoming local news programming, as well as a glimpse of what to expect next year in terms of programming and distribution.

Presentations were given by Randy Nonberg, President and COO of UVM; UVM Board Advisor Jay

Hoker and UVM Sales President Mark Parechan, who were joined by Bob Turner, President of Network Sales for Azteca America. The week-long trip included visits to top sites of two of Europe's most important cultural capitals, as well

as the level of hospitality that UVM is known for. By all measures, the conference and trip were judged an unqualified success.

UVM is planning its next annual conference for sunny Costa Rica.



Pachuca, Cruz Azul, Guadalajara and América Leading Into Playoffs

With two weeks of regular season play at the time of publishing, it was crowd pleasers Pachuca, Guadalajara and América who led the three groups of the league, guaranteeing a playoff spot for all. Tied in points with América at 27, was another crowd pleaser Cruz Azul, which was second behind

Pachuca in Group 1. Other second spots in each group were San Luis and Tigres.

Postseason action is awarded to the top two teams of each of the three groups and the next best two.

Pachuca is the overall league leader with 33 points at the time of publishing with a consistent dominance throughout the season to date.

Fighting for the final berths of the *Liguilla* postseason play are Morelia, Tecos and Santos, with 19 points each. These teams will be looking to displace Atlas and Atlante, who are third in groups



one and two, respectively, with 22 and 21 points.

AzA Shines at NAHP Convention

For the sixth year running, Azteca America had a strong presence in the annual convention of the National Association of Hispanic Publications held in Phoenix last week.

Azteca America participated with prime space in the expo area, along with 30 other sponsors. Our double booth, centrally located at the end of the main passage with a 60-inch flat



screen, leather sofa, cutting edge graphics lots of material, and smiling faces, was a leap ahead over other booths.

Participants were Daniel McCosh, Nathalie Rayes, Armando Guzmán and Antonio Mendoza, with local support from Irma Madera and Tomás Urbina, as well as a special visit from Nora Crosby.

This year we also teamed up with the NAHP Foundation in producing their annual Hispanic Scholarship Directory --a CD with 2000 ways to

finance a college education--, as part of a partnership we have established for activities throughout the year. Armando Guzmán was present during the convention moderating a panel on education, where he made a brief presentation and called the audience to write to their Congress members in support of the Dream Act, as well as giving local interviews.



The Best of AzA para la RAzA

For more information,
contact Tatiana Clasing:
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THE SEXIEST WOMEN ON:

SUEGRAS



Eder López turned out to be the most versatile by emphasizing with his hands what he thought about the bachelorettes: "I think that all their bodies are pretty, some longer, some shorter, some voluptuous, and some slender."

But the one who knows what he wants is Alex Sarasí, who is most attracted by their "breast" features. Do you think that's why he prefers Sonia to Verónica?

AND WHAT ABOUT YOU? WHO DO YOU LIKE?



WANT TO KNOW WHO'S THEIR FAVORITE?

Though Mario Calderón confessed a certain interest in Déborah, this bachelor said that the voluptuous, 26-year-old Colombian, Claudia, had the best body of all the girls, and that, despite having a nine-year-old daughter, her figure was unrivaled by anyone else's.



**DON'T MISS THE SUEGRAS BEAUTIES, MONDAY THRU FRIDAY AT 10 P.M./9 CENTRAL,
AND ON SUNDAYS, SUEGRAS, THE ELIMINATION ROUND STARTING AT 9 P.M/8
CENTRAL.**

NAB Conference

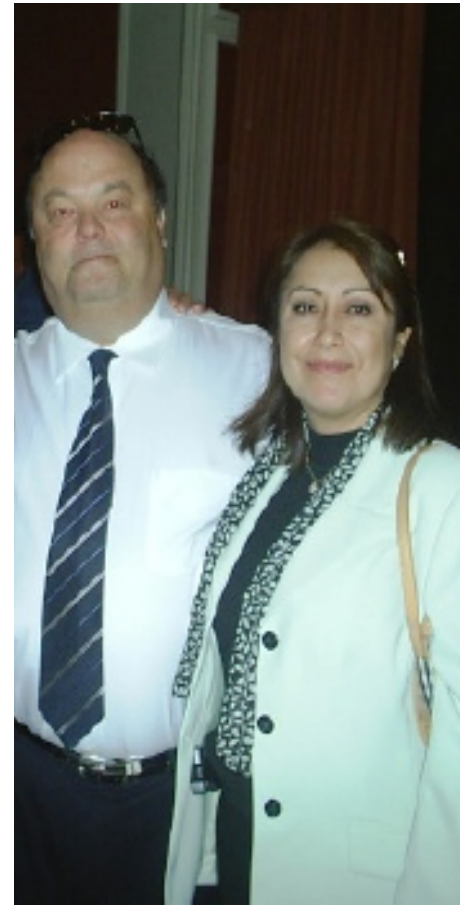
Keeping up our good reputation of fine hospitality with a sharp eye for business, Azteca America was once again present at the annual NAB convention with a variety of events.



We took advantage of the convention to meet individually with many new and existing affiliates as well

as cable and satellite operators, for two intensive days of discussions and in some cases contract signing for network distribution and programming strategies.

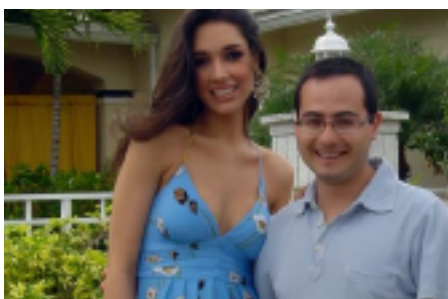
But not everything was business, as Luis J. Echarte and Adrian Steckel,



our chairman and CEO, respectively, hosted a select group of industry movers at our cocktail reception, held at the Wynn Hotel.

Annual AzA Affiliate Convention in Miami

The 2007 AzA Affiliate Convention was held on March 27 in sunny South Beach, FL. With enthusiastic representatives from most of the affiliates, including UVM, TVC and McGraw Hill. The group met with



top AzA management led by Adrian Steckel and Luis J. Echarte.

The convention included a day of exciting presentations where AzA shared its programming and sales strategies and commitments to benefit the network, as well as Fundación Azteca America's plans for 2007.

In the afternoon we paid a visit to the set of *Suegras*, where we mingled and took pictures with show host Amelia Vega, better known as Miss Universe 2003.

Thanks go out to all who participated and we look forward to building on success in future meetings.

cont. from p.1

The presence of Elba Jiménez, a frequent star of *Lo Que Callamos las Mujeres* and other great top novelas was joined by Armando Guzmán, our Washington correspondent for the network *Noticiero Azteca America* news program. Both signed autographs, posed for pictures, and interacted with the Expo's visitors. They were accompanied by Antonio Mendoza from the network office.

Radio Viva 1160 am, which covers 5 Central Florida counties in its radio transmissions and forms part of the Azteca America family, interviewed Elba Jiménez, and Armando Guzmán was later interviewed for 30 minutes on the air, touching on national issues and projecting Azteca's growth at the national level.

In addition, Paola Martinez (Co-anchor of Viva Orlando) and Alonso García, News Director of Azteca



America Orlando, interviewed guests throughout the expo for local programming.

But what would an Azteca America event be without soccer. The Expo was the perfect stage to launch the Copa Azteca America Orlando, for which 16 professional soccer players were invited from Spain, Colombia, Ecuador, Honduras, Argentina, Chile, Uruguay, and the United States. Notable players

Included Luis Carlos Perea, three-time member of the Colombian National Team with experience in three World Cups; Juan Valet, ex Boca Junior and present Honduran champion with the Olympia; Olger Quiñones, from the Ecuadorian National Team; Jesus Purisaga from Peru; Pete Marino, ex Olympic player for the United States and player for Bayer Leverkusen. All of the soccer players signed autographs gave away pictures, soccer balls, and over 500 autographed t-shirts, followed by a short exhibition match.

On Sunday, closing day for the Expo, Azteca America Orlando was joined by local artists and the beautiful cheerleaders of the football team Osceola GhostRiders.

Azteca America Orlando would like to thank everyone that came out to support us in this great event where we demonstrated once more that Azteca America is the network to beat.

Congratulations to All!!



Azteca America Presents Comedy Theater A Oscuras Me Da Risa

Azteca all-stars and more are hitting the stage in Los Angeles with the blockbuster play *A Oscuras Me Da Risa*. Featuring Los Masca-brothers (Germán and Freddy Ortega), Daniel Bisogno, Sergio Basañez, Anette Michel, Sabine Moussier and Manuel el "Loco" Valdés, this great comedy will have you laughing off your seat.

This wild mix up starts with Antonio, whose lover sends him a letter inviting

him for a night of passion. However, the letter is received by the family butler, who thinks it was sent to him by his girlfriend. Then the note is passed to Antonio's wife Cristina, who likewise interprets it as a note from her lover Alberto. The mystery letter has everybody looking for ways to remain home alone in the house with their lovers by sending other family members on trips and vacations.

And if things weren't complicated enough, Don Severino Morales, the president of the moral and ethics league, arrives for a visit.

The play will hold two shows on May 20 at the Wiltern Theater as a springboard to a national tour.

For more information contact Juan Pablo Álvarez Cel. (818) 535-5922
jpvalvarez@aztecaamerica.com



Names & Faces

Our Corporate Website Team

Adriana Hamabata Tago

*Systems Manager and Webmaster
Grupo Salinas*

With 10 years at Grupo Salinas, Adriana has seen a little of everything. She started out at Grupo Elektra developing systems and databases for sales control. Then it was five years in the finance area, where she developed custom systems in addition to her responsibility for the corporate website. She is currently coordinating the technological development of websites for Grupo Salinas, TV Azteca IR, Grupo Elektra IR, Azteca America Corporate, eGTS and Fundación

Azteca America. What she most enjoys about Azteca America is the variety of technology used to communicate with the public and with affiliates. When not at Grupo Salinas, she enjoys animals and biology.



Alfredo Méndez

Senior Programmer, Grupo Salinas
With three months to go to complete his first year anniversary at Grupo Salinas, Alfredo is one of the newest members of the team. Prior to the group, he did programming work with a local consulting company. He says the work environment is one of the things he values most at Grupo Salinas. His outside hobbies include autos and horticulture.

Daniel Mora

Web Designer, Grupo Salinas
As the official newcomer, Daniel has been with Grupo Salinas for five months. He says he gets a lot of satisfaction from people enjoying and seeing his work. Outside the office, he enjoys spending time with his family, as well as computer animation and videogame design.

Our Talent

ANDREA NOLI

Andrea studied acting at the Lee Strasberg Institute, as well as Televisa's CEA under Sergio Jiménez.

In addition to theater and movie roles, she has starred in Azteca novelas such as *Besos Prohibidos* (1999), *Golpe Bajo* (2000), *Como en el Cine* (2002), *Por Ti* (2002), *La Heredera* (2005); *Top Models* (2005) and *Los Sánchez* (2005), as well as two seasons of the miniseries *Ni Una Vez Más*.

She currently plays the role of Angélica in *Se Busca un Hombre*



ANETTE MICHEL

Born in Guadalajara, Anette developed her acting talent at Azteca's CEFAC acting school under Raúl Quintanilla.

After modeling for eight years, she got her debut hosting entertainment shows, eventually becoming part of the cast of *Tempranito*.

Her novela roles include: *Al Norte del Corazón* (1998); *Marea Brava* (1999); *Cuando Seas Mía* (2001) and *La Otra Mitad del Sol* (2005), alongside Demián Bichir.

Next month, she will perform in the comic play *A Oscuras Me Da Risa* in Los Angeles.

In our newest novela *Se Busca un Hombre* she plays cold headed Nora.



LEONARDO GARCÍA

Son of Andrés García, Leonardo has established his own acting path in cinema and television.

His movie credits include *Pedro Navajas* (1984); *La Zona del Silencio* (1990); *One Man's War* (1991), alongside Anthony Hopkins; *Perros de Presa* (1992), alongside his father; *La Tumba del Atlántico* (1992) and *Horas Violentas* (1992).

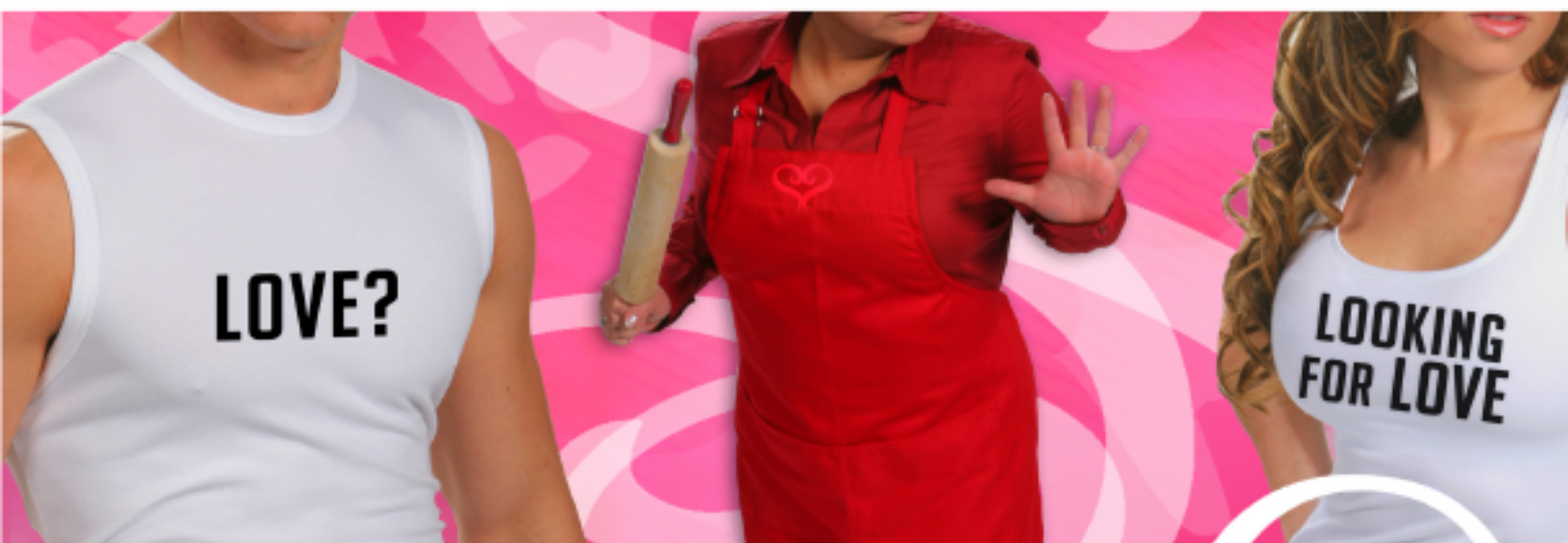
His television roles include: *Sweating Bullets* (1991), *Tarzán* (1991 and 1994), *Aguamarina* (1998) and *Acapulco H.E.A.T.* (1999).

His novela roles include *Con Todo el Alma* (1996), *Perla* (1998), *Ellas* (2000), *Lo Que Es el Amor* (2001), *Por Ti* (2002) and *Belinda* (2004).

He currently plays the role of Bruno in *Se Busca un Hombre*.



12 WOMEN, 6 MEN..



AND THEIR MOTHERS!
ALL TOGETHER IN THE SAME HOUSE



SUEGRAS

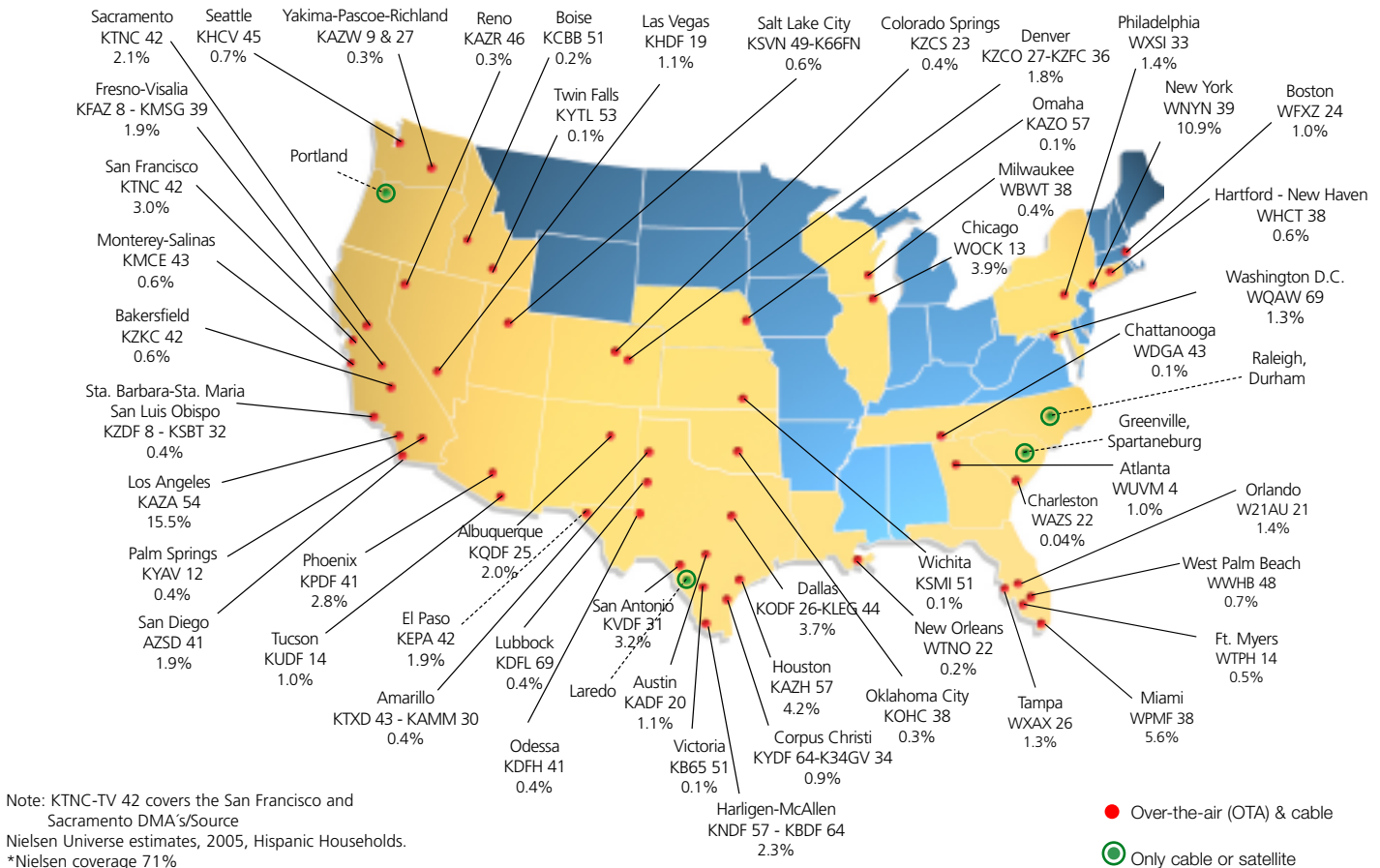
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About TV Azteca

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 International for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.