

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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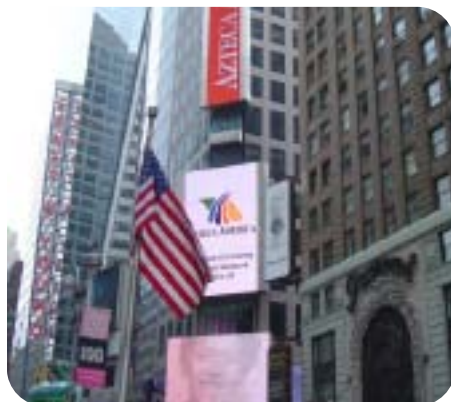
AzA Turns 60 (Markets)

With the addition of Sherman-Ada, Texas; Yuma, Arizona and Chico, California, we're now up to 60 markets, with network presence in all of the top 40 Hispanic markets in the country.

Coverage in the Chico-Redding market will be through the Cocola Broadcasting Companies station KKDJ channel 58. Carriage in Yuma is through Time Warner as part our "white area" agreement. The signal is carried on Time Warner channel 221.

Dear AzA Friends:

It was a pleasure for Adrian, Bob and me to see so many familiar faces at our Upfront presentation in New York on May 14. We broke all previous attendance records and projections with about 900 people present. Everyone from advertisers and agencies to affiliates and reporters turned out for an interesting –and brief– presentation, as well as a great party



to the tune of Carlos Vives. Jorge, Adrian and I were also very happy to see more than 500 of our friends at our regional Upfront in Los Angeles, where we showed why Azteca 54 is the best local Spanish-language advertising option in the largest Hispanic market. In summary, our Upfronts showed that Azteca America is the fastest-growing network, not only in coverage but, most importantly, in friends: thanks to all for joining us. We look forward to seeing you next year.

Talking about growth, with the addition of Sherman-Ada, Yuma, and Chico Redding, Azteca America reaches 60 markets where 89% of

Hispanics live, with presence in all of the top 40 Hispanic markets of the country. UVM is now one step closer to completing its Texas Network, an important concept that will benefit advertisers and viewers alike given that 8.4 million Hispanics call Texas home. Also, we are proud to announce that we are set and ready to go on July 1st with the new stations for Houston, with Una Vez Más; Sacramento, with Bustos Media, and we'll have news very soon about San Francisco. Reno and Omaha are soon to come ...stay tuned.

I don't want to finish this letter without mentioning the great success that we had on May 27, when more than 2.2 million viewers across the country tuned in to Azteca America for our transmission of the Mexican Soccer League Final Match between Pachuca and América. Our audience outnumbered those from sports broadcasts of ALL networks, Hispanic or not, among the key male 18-34 demo. We had 5.7 million viewers in the whole play-off cycle. This was a record breaker for us, and with so many friends in so many more places, we look forward to much more of these results in the future.

Thank you for your interest in Azteca America,

Luis J. Echarte • Chairman

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Station Spotlight:

Milwaukee
WBWT Channel 38
Amador Bustos
President/ CEO
Bustos Media



The strength of Azteca America's programming with the number-one rated Spanish language radio station is a powerful combination. Luckily for Amador, this is the environment he faces in Milwaukee, where his WDDW 104.7 *La Gran D* station is also among the top five across all stations when it comes to the prime demographics of listeners ages 18 through 34.

Although he is still negotiating local Time Warner and Dish carriage, he is carried on DIRECTV's channel 38, and already has three local programs. On the weekends he airs a variety show called *Con M*; as well as an interview program hosted by the President of the local Hispanic chamber of commerce, called *Triunfando*, where successful Hispanic entrepreneurs are highlighted; and a talent search called *Buscando Estrellas*, which features the local club scene.

The over-the-air signal is transmitted at its maximum 150,000 watts, with a centrally located antenna on the main tower farm located northeast of Milwaukee's downtown.

One example of radio synergies is a recent half-hour profile of Bustos' morning DJ, Armando Ulloa, "El Chiquilín," which talked about his family life and upbringing and every-

thing that pushed him to his radio success. This program was heavily promoted between radio and television and had great response for both the radio listeners and channel 38 viewers.

To maximize the exposure for the up-start Azteca America channel, the strong radio tie-ins are complemented with extensive barter arrangements with local Hispanic papers.

The radio-TV duo is going to heavily promote the first-ever Hispanic concert at the Wisconsin State Fair, on August 4th, featuring Lupillo Rivera and Ana Bárbara. The stations are also going to be major participants in this summer's Mexican Fiestas. Besides these two big summer events, the stations participate in events like the local *Cinco de Mayo*, Father's Day Rodeos, the Independence Parade and Concert

in the Park in conjunction with UMOs, one of Milwaukee's most distinguished nonprofit organizations. UMOs advocates for and provides services to Hispanic migrant and seasonal farm workers in Wisconsin.

"This shows the power of how radio and television can promote each other and attract big entertainment names to previously underserved markets," said Amador.

We look forward to the continued success of WBWT in Milwaukee. We are also very excited to bring Azteca America to Sacramento, Amador said. Bustos Media will launch KSTV Channel 32 on July 1st. The station will be supported by four FM stations owned by Bustos Media in the Sacramento metro area.

Station Data

Market	Milwaukee
Call Letters	WBWT
Channel	38

General Market

Market Rank	33
Population 2005*	2,248
Households*	880
Retail Sales (Million US\$)	31,796
% of Hispanic Origin	6.9%

Hispanic Market Info.

Hispanic TV HH Market Rank	45
Hispanic TV HH Market Coverage	0.4%
Hispanic TV HH Market *	89
Hispanic P ₂ + Coverage	0.4%
Hispanic P ₂ + *	144

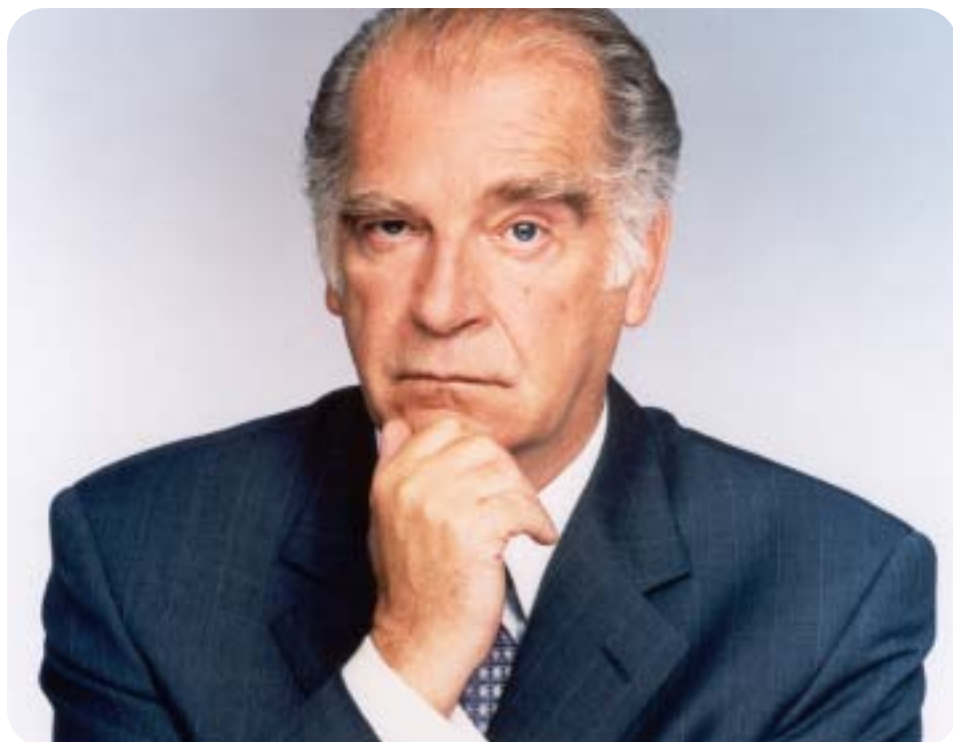
* In thousands

Programming Highlights

Mirada de Mujer , El Regreso Launches This Month

Following blockbuster ratings growth in Los Angeles of our afternoon novela *Mirada de Mujer*, the action continues with the sequel *Mirada de Mujer, el Regreso*.

This groundbreaking novela broke many taboos by featuring an older woman, María Inés (played by multiple Ariel-winning Angélica Aragón), who takes on a young lover, the journalist Alejandro Salas (played by Ari Telch), when she discovered that her husband had a mistress.



Featuring the same stellar cast as the original, *Mirada de Mujer, el Regreso* combines mega-production filming techniques with an intriguing story.

The all-star cast also features: Fernando Luján, Héctor Bonilla, Evangelina Elizondo, María Reneé Prudencio, Plutarco Haza, Bárbara Mori, Patricia Llaca, Rodrigo Abed, Verónica Langer, Ana Serradilla and Paola Núñez.

**DON'T MISS MIRADA
DE MUJER, EL REGRESO
WEEKDAYS
AT 4 PM, 3 PM CST.**

Pachuca-América Soccer Final Beats ALL NETWORKS for the Week in Sports Programming Among Young Male Adults

Our May 27th Pachuca-América soccer final attracted 2.2 million viewers across the country, giving our largest audience in history.

However, even more exciting is that it was the highest-rated sports show for the week among males 18-34, beating out such national pastimes as the NBA conference final, NASCAR, the Indy 500 and Major League Baseball on ABC and FOX.

The match-up attracted 676,000 men 18-34, which was 1% more than ABC's May 26th NBA Conference Finals playoff match between Utah and San Antonio; 10% more than FOX's NASCAR Nextel Cup on May 26th; over 40% more than ABC's Indy 500 Race also aired on May 26th; and over 70% more than FOX's Saturday Baseball Game of the Week on May 26th.

For both male and female audiences ages 18-34, the Mexican soccer game ranked number three in the nation among all

broadcast networks for sports programming, with 907,000 viewers, closely trailing Fox's NASCAR Nextel and ABC's NBA playoffs.

The initial 1.9 total viewer figure was revised up to 2.2 million once the actual live start and end times were taken into account.



Azteca America Colorado Listed in Denver Post

Congratulations go out to Azteca America Colorado for their inclusion in The Denver Post and Rocky Mountain news print TV Listings. Sunday circulation is 694,053, ranking it number six in the country.

DIRECTV in Phoenix

Congratulations to UVM for securing carriage of KPFD on DIRECTV in Phoenix just in time for the Pachuca-América soccer final. DIRECTV now carries Azteca America in 26 markets.

Soccer Playoff Cycle Scores Big

With broadcast rights for live matches for four of the eight teams in the Liguilla playoff cycle of Mexican soccer, May was a hot month for Azteca America sports fans.

The action started with wildcard matchups of Santos vs. San Luis and Monarcas vs. Atlas, with Santos and Atlas advancing.

The results were quarterfinal rounds of Tecos vs. Cruz Azul and Santos vs. Pachuca. Due to playoff matchups, Azteca America was guaranteed two teams in the semifinals and a team in the finals, given that it had rights to all four teams on one side of the playoff bracket.

With Cruz Azul and Pachuca advancing to the semifinals, the series generated excitement;

Pachuca took a 3-1 lead in the first game of the series. However, fans and Azteca America were robbed of the returning match after Cruz Azul was disqualified for playing striker Salvador Carmona, who had tested earlier for steroid use. League and international FIFA rules state that two-time positive steroid testing is automatic suspension for life.

Nevertheless, fans and Azteca America viewers saw the stronger Pachuca team advance to the finals just the same, where it faced off against Club América. Given that Pachuca finished the regular season in first place, it got home field advantage for the returning game of the final series, and with it Azteca America received its highest-rated program in history.



Playoff Series Snapshot

Date			P2+	M18-49	M18-34
(Viewers in thousands)					
May 2	SANTOS VS SAN LUIS	Wildcard	173	93	62
May 2	MONARCAS VS ATLAS	Wildcard	394	210	118
May 9	TECOS VS CRUZ AZUL	Quarterfinal	540	279	150
May 10	SANTOS VS PACHUCA	Quarterfinal	357	183	88
May 12	CRUZ AZUL VS TECOS	Quarterfinal	522	225	137
May 13	PACHUCA VS SANTOS	Quarterfinal	730	418	196
May 17	CRUZ AZUL VS PACHUCA	Semi	688	290	170
May 20	CRUZ AZUL VS PACHUCA	(R) Semi*	107	52	13
May 27	PACHUCA VS AMÉRICA	Final	2,168	1,113(#5)	676 (#1)
TOTAL			5,679	2,863	1,610

*Outgoing game repeated due to Cruz Azul disqualification
(Ranking among ALL US NETWORK sports programming)

Hispanic Population Tops 44 Million: US Census

The latest update by the U.S. Census continues to show strong growth of the U.S. Hispanic population. According to a release dated May 17th, Hispanics represented 14.8% of the total U.S. population of 300 million as of July 1st, 2006.

Hispanics also continue to be the fastest-growing minority group in the country, with a 3.4% population increase from mid-2005 through mid 2006, followed by Asians, where the population was up 3.2%. In contrast, non-Hispanic whites grew 0.3%.

Other exciting tidbits:

- Hispanics accounted for almost half (1.4 million) of the national population growth of 2.9 million between July 1st, 2005, and July 1st, 2006.



- California had the largest Hispanic population of any state as of July 1st, 2006 (13.1 million), followed by Texas (8.4 million) and Florida (3.6 million).
- In New Mexico, Hispanics comprised the highest proportion of the total population (44 percent), with California and Texas (36 percent each) next in line.
- The Hispanic population in 2006 was much younger, with a median age of 27.4 compared with the population as a whole at 36.4. About a third of the Hispanic population was younger than 18, compared with one-fourth of the total population.

For the full report, visit
<http://www.census.gov/Press-eases/archives/population/010048.html>

WNYN in New York and WOCK in Chicago Take to the Streets

WNYN channel 39 proudly participated in the Puerto Rican Day Parade on June 10th. Congratula-

tions to Local Sales Manager Joe Quiñones, who was instrumental for making this happen. Official police estimates along the parade route were 3 million people. WNYN was right behind the Frito Lay float, in position # 53. The king of the Parade was Ricky Martin and this marked a very significant 50th anniversary for this event.

WNYN 39 also participated for the second straight year in the *Cinco*

de Mayo celebration at Flushing Meadows Park in Queens (see p. 10).

Another TVC station, WOCK 13 in Chicago, participated in a new *Cinco de Mayo* event in the growing community of Aurora.

Congratulations to WOCK 13 GM Juan Montenegro and WNYN 39 SM Joe Quiñones and everyone at TVC.

The Best of AzA para la RAzA

For more information,
contact Tatiana Clasing:
bclasing@tvazteca.com.mx.



YAHIR

RETURNS TO THE
U.S. WITH
MÁRCAME
LA PIEL

Yahir's devoted fans will soon be able to enjoy the handsome singer in their own homes because this June 26 he's slated to launch his new CD, *Recuerdos* (Memories), including his first single, *Márcame la piel*.

In an exclusive interview with AzA para la RAzA, Yahir said his life is very full and happy right now. Even though he didn't tell us much about his personal life, he did say he had plenty of energy to give his best to what he loves the most: his family, his music and his fans.

"Happiness includes everything: it's incredibly energizing. But the incredible thing is how proud I am to be Mexican. When I was in Spain on the same stage with Alejandro Sanz, Laura Pausini, Miguel Bosé and David Bisbal, I asked myself, 'What

would my people feel to see me up here with them?' I'm very happy about everything that's happening to me."

Márcame la piel is the only formerly unrecorded song on his new CD, *Recuerdos*, which is a compilation of his biggest hits: *La locura*, *No te apartes de mí*, *Detalles*, *El amor* and *Soñarás*. Yahir also told us that he's planning a series of performances in California, Arizona, Houston and other U.S. cities.

A New Day for Azteca America Upfronts

Our Upfront cycle of New York on May 14th and Los Angeles on May 30th was no doubt a success on all fronts.

A simpler and more concise presentation seems to have been well received, as was the live show of Carlos Vives in New York, where audiences stayed in their seats for an hour after the presentation, albeit standing and dancing.

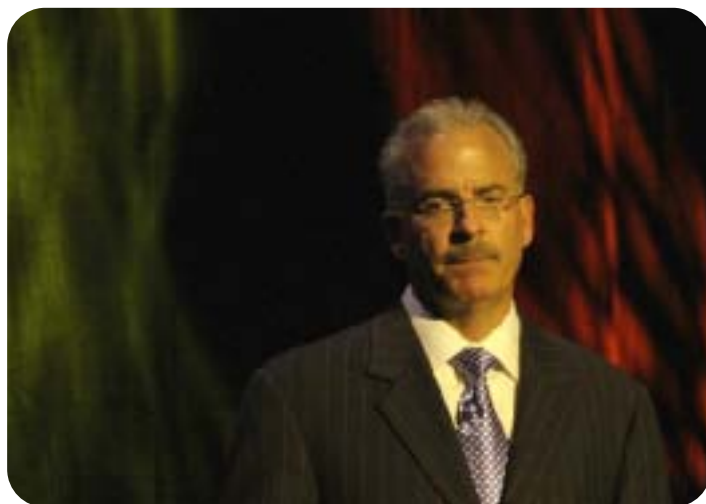


The only problem appeared to be of capacity, as the 500 expected attendees turned out to be more like 900, forcing full use of a satellite "spill-over" room with a live feed from the principle auditorium in New York.

Separate press events for both Upfronts also appear to be hits, as the number of articles published on the event more than doubled from the past year.

We look forward to building on this success for next year. Following are photo galleries from both events.

For more photos please visit our website:
www.aztecaamerica.com/corpotate.



A Oscuras Me Da Risa Comic Theater a Sucess in LA

A crowd of over 2,500 spectators was on hand in Los Angeles for the two showings of the comic theater



A Oscuras Me Da Risa, which was held at the Wiltern Theater on May 20th.

With a cast of Azteca and non-Azteca that includes Sergio Basañez, Anette Michel, Daniel Bisogno, Los Mascabrothers, Manuel "El Loco" Valdés and Sabine Moussier, the play portrays the antics of a family when a secret love letter passes through several



hands and everyone assumes that he/she is the intended audience.

Downtime between the two shows was taken advantage of with a local press conference that was well attended.

Stay tuned for *A Oscuras Me Da Risa* in your market in coming months.



Names & Faces

Our Engineering Team

Marco Antonio Rivera
Jorge Luis Arredondo
Jakob Nielsen

Part of the Azteca team since 2001, Marco Antonio formerly worked in the engineering departments of Televisa and the BBC. He is currently Chief Technology Officer of Azteca 54 in Glendale.

He enjoys the challenge of new projects and the growth opportunities that they afford. When not making sure all is well with the Azteca America signal in Los Angeles, he enjoys mountain biking.

Even more veteran is Jorge Luis, who has been with TV Azteca since 1996, where he was Regional

Manager of the National Network in the Northeast Border Region. Prior to Azteca, he worked as a producer and programmer at TVC in Piedras Negras. With Azteca America since 2004, Jorge Luis is Transmission and Master Control Manager.

What he most likes about Azteca America is the vision of establishing our network as the best in the industry. In his free time, Jorge Luis enjoys spending time with his wife Marian and his three boys Luis Jorge, Miguel Ángel and Andre Alejandro, as well as hiking and practicing yoga.

Part of the Azteca team since February of last year, Jakob is Chief Engineer, with the responsibility of the production facility and station in Los Angeles. He comes to Azteca America with a wealth of experi-

ence, including hands-on experience in theater, radio, film and television. In his spare time, he also runs an on-line Internet radio station that broadcasts independent artists live from Hollywood and New York.

When not tending to television engineering or Internet radio, he enjoys going to the movies, coffee houses and bookstores and spending time with his wife and son.



La Academia Talent Fills 5 de Mayo Events in Denver, San Diego, Phoenix and NY

In Denver, it was just above freezing, but the temperature soon began to rise as Cynthia started singing the first single from her album *Soy*. Things got even hotter with her more up-tempo hits like *Me Equivoqué* and *Bandido*, which had the audience –estimated at about 1,000— dancing in their seats.

Toñita, finalist from the First Generation and gold album holder,



Azteca America's *Cinco de Mayo* concerts were a resounding success in Denver, San Diego, Phoenix and New York, where Cynthia, Toñita, Marbella and Diana took the stage in top events.

brightened up the San Diego 5 de Mayo celebration, singing such hits as "De Mi No Te Vas a Burlar." Some fans were waiting in line for hours to get an autograph and meet with the local news team Claudia Llausas, Lisa Leke and Jaime Quiñones.



This was the second consecutive year that WNYN of New York participated in the Flushing Meadows Park *Cinco de Mayo* event in Queens, which attracted an estimated crowd of 700,000. La Academia USA finalist Diana's biggest hit was *Échame a Mi la Culpa*, after which she signed autographs. The participation was in conjunction with Cablevision to promote WNYN 39 as part of the *10 en Español* package for Spanish-language viewers.

An estimated 55,000 fans were on hand in Phoenix's Parque Barrios Unidos to see Marbella, from the Fifth Generation of *La Academia*, who was part of an all-star lineup that also included Los Tucanes de Tijuana and Patrulla 81. After singing six of her greatest hits, Marbella mingled with fans, posing for photos and signing autographs.

Congratulations to McGraw Hill, TVC and Una Vez Más for these successful events!!!



Top Local Soccer Promotional Events

We asked our affiliates to send in some of their best soccer promotional ideas, and here are the finalists:

FRESNO'S GOLAZO: *Golazo* has been a mainstay in Fresno's marketing for every season for the past four years. The station distributes soccer calendars in conjunction with local sponsors, and designates at the start of each season a premier match as the *Golazo* game. During the broadcast, viewers are encouraged to call KMSG's contest line when the first goal is scored (*El Golazo*). Winners win a variety of prizes, tickets to Disneyland, Monterey Bay Aquarium, flat screen TVs and more.

The watch, listen and win campaign is supported on the air with daily *Golazo* promos highlighting that week's game and its sponsors, as well as daily promos airing on several Comcast cable Spanish-language channels.

A *Golazo* update segment is featured during KMSG's local variety show *El Show de Gil García Padrón*, where the sports reporter discusses results and winners in addition to promoting the upcoming *Golazo* match.

The campaign is also supported on radio, where the KMSG radio partner airs 60 radio promos throughout the week. Results and winners are discussed by DJs during the local morning show.

In print media, the station works with two weekly publications and two monthly magazines to publish weekly ads and monthly calendars.

THE BAKERSFIELD RADIO CHALLENGE: A live on-air challenge between Azteca 42 and *Radio Campesina* resulted in the radio folks sudsing up the Azteca Kern County news van.

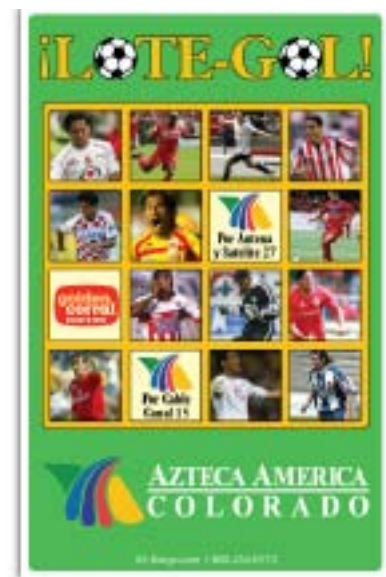
Kern County reps bet that Pachuca would overcome América during the live local program of DJ Marimar, and the rest is history.



This was the tip of the iceberg of an ongoing sponsorship of one of the largest local soccer leagues in Central California, with over 80 teams, including a woman's division.

Aside from fielding its own Azteca Kern County team, which is fully sponsored by clients, the station manned a promotional booth at top matches.

DENVER SCORES WITH LOTEGOL
A clever cross-promotional effort organized by Azteca America Colorado with local newspaper Hispania News and *La Buena Onda* radio station, distributed bingo-style tickets with the photos of top



league scorers. Every time a striker on the card scored during the season, the cardholder got a spot. And a line (including sponsor free spaces), made the cardholder eligible to win an official autographed Monarcas Morelia jersey.

KODF HOLDS WATCH PARTY IN FT. WORTH: About 800 Azteca America soccer fans turned out for a "Watch Party," held at *La Gran Plaza* Mall in Fort Worth. The event was promoted on air for two weeks with 30 second spots and with flyers distributed throughout the mall, which is one of the largest of its kind in the greater Dallas-Ft. Worth area, specifically targeting Hispanic shoppers... and viewers. The event was part of a larger soccer marketing effort that included print and radio.



Hispanic Facts: A Snapshot of the Market (Part I)

According to a recent profile published by Mediamark Research Inc., targeting the Hispanic market is a bit challenging, mainly because of the wide range of cultures within this market (represented by people from 22 different countries) as well as a varying degree of language preferences. Nevertheless, its size and spending power is growing and the population is highly concentrated in urban areas, which allows a relatively easier geographic targeting.

There are several aspects that anyone targeting the Hispanic market must consider:

CULTURAL ASSIMILATION:

Whether foreign-born or U.S. born, it is important to detect how well Hispanics have “assimilated” or “isolated” the U.S. culture. It is worth noticing that even though a great proportion of the foreign-born Latinos have lived in the U.S. country for more than 15 years, according to the People en Español HOT Study, 55% of Hispanics in the United States are relatively isolated. This means that they tend to maintain ties with family and friends abroad, seek very low exposure to non-Hispanic things and feel somewhat uncomfortable among non-Hispanics. This also reflects the language of their preference to communicate.

LANGUAGE PREFERENCE:

Language use among Hispanics will vary depending on whether they are at home or at work. The longer they have worked in the U.S., the higher the tendency to speak

GEOGRAPHIC CONCENTRATION BY COUNTRY OF ORIGIN:

60% of the Hispanic population (8.5% of the total U.S. population) is concentrated in 10 metropolitan areas:

Top 10 U.S. Hispanic/Latino Markets

	Population (millions)	General Market Rank	Percent of Area's Population	Buying Power (billions)	Percent U.S. Born	Primary Country of Origin by Market
Los Angeles	8.4	2	46.7%	128	18%	Mexico 80%
New York	4.3	1	20.7	78	29	Puerto Rico 31
Miami	2.1	14	48.6	41	14	Cuba 46
Chicago	1.9	3	19.5	31	20	Mexico 81
Houston	1.9	9	33.6	27	26	Mexico 81
San Francisco	1.7	5	23.7	37	16	Mexico 76
Dallas/Fort Worth	1.6	6	24.5	23	20	Mexico 89
Phoenix	1.2	12	26.6	18	20	Mexico 93
San Antonio	1.2	35	53.8	16	57	Mexico 91
Rio Grande Valley	1.1	—	—	—	42	Mexico 96

Source: Synovate U.S. Diversity Markets Report 2006

English primarily. According to Hispanic Fact Pack, 2006, 56% of Hispanics speak Spanish at home, and 26% use both; 16% use only Spanish when out of home, 24% uses mostly Spanish, 16% only English, and 33% mostly English. Language preference has also a generational aspect; 67% of first-generation Hispanics use mostly English at work, compared with 80% of second-generation Hispanics.

Marketing managers from companies, such as Toyota acknowledge Latino youth as “multicultural” who move in two different cultural and language circles.

There are three important country groups that tend to concentrate in specific regions. 55% of Mexicans concentrate in the West and 33% in the South, while 77% of Cubans live in the South and 12% in the Northeast. 59% of Puerto Ricans live in the Northeast and 26% in the South. Additionally, although historically a large percentage of the Hispanic population has established in urban areas, Hispanic household growth in recent years has concentrated in the suburbs.

These market clusterings allow companies to focus product distribution, messaging and salespeople accordingly.

Source: Hispanic/Latino Market Profile, Mediamark Research Inc.,

McGraw Hill's San Diego 15 Wins Regional Emmy

We're extremely proud of Azteca America San Diego 15's recent Emmy, which was awarded for the special report entitled "Immigration."

The report detailed a range of immigration issues, including the impact of the National Guard on border security, risks that minors face crossing the border, and the current reality of North Country day laborers, who are increasingly struggling to find work due to local legislation that restricts hiring such workers. The report also detailed the impact of immigration in Baja California, which has become a holding ground for immigrants trying to enter the United States.



The Emmy was presented by the National Academy of Television Arts & Sciences, Pacific Southwest Chapter, and was awarded to Adriana Alcaraz, Claudia Llausas,

Salvador Rivera, John Suárez and Joaquín Elizondo.

Congratulations to San Diego 15 and McGraw Hill!!!

Counting Hours to the July Station Migration

We're ready to go for the July station migrations in Houston, San Francisco and Sacramento DMA's as of 12:00 am on July 1st.

As we previously mentioned, in Houston we'll be on KUVN channel 34 over the air, as well as on the same DIRECTV channel 57, and Comcast channel 74.

"With Houston, we are one step closer to completing our Texas

Network, which will include an Azteca America signal in every DMA of the Lone Star state. This is a unique offering to clients and viewers in the country," said Terry Crosby, President and Chairman of Una Vez Más.

In Sacramento, Bustos Media will be transmitting Azteca America on KSTV channel 32. The signal will also be available on DIRECTV channel 42 and Comcast's digital channel 196, as well as channel 620 on the Comcast Hispanic tier. As operator of 35 Hispanic radio stations across the country, including 4 stations in the metro Sacramento area, company founder Amador Bustos is a pioneer in Hispanic media.

"We look forward to building on our success in Milwaukee, where we're number one in Hispanic radio and have a growing Azteca America operation. The combination of radio and television offers many unmatched entertainment and promotional options," said Amador Bustos, President and CEO of Bustos Media.

We'll have news very soon about San Francisco.

"By making the leap straight to digital television, we are ahead of the curve for next-year's migration process," said Company CEO Adrian Steckel.

Our talent

ANGÉLICA ARAGÓN

With more than 25 years of experience, Angélica Aragón is currently one of the most talented actresses on Hispanic television. She is very committed to social causes, especially those of women.

She has appeared in many national and international movies such as: *Pueblo de madera* (1990), *A Walk in the Clouds* (1995), *Sexo, pudor y lágrimas* (1999), *Picking up the pieces* (2000) sharing credits with Woody Allen, Sharon Stone, Kiefer Sutherland and David Schwimmer, *El crimen del padre Amaro* (2002), *Dirty dancing: Habana nights* (2004) and *La mujer de mi hermano*.

Her career has been widely awarded; she won the Ariel for her appearance in *Cilantro y Perejil* (1995) and *El crimen del padre Amaro* (2002).

In Azteca America, her performance in *Mirada de mujer* was a breakthrough in the novela industry, changing the stereotype of female roles.

ARI TELCH

He began his career when he was fourteen in the play *El Violinista en el Tejado*. Ever since that moment, he fell in love with acting and the stage.

In 1985 he dedicated more time to acting, working with the prestigious theater director Manolo

Fábregas. He has been awarded with many prizes, including the Estrella de Plata for his performance in *La Tarea* (1992); the Best Actor Award by the ACPT for the plays *El Contrabajo* (1993), *Cuatro equis* (1995) and *Contratiempo* (2003).

His debut on TV was in the novela *Dos Vidas* (1989). After that, he appeared in *Flor y Canela* (1990) and *Muchachitas* (1991).

He has worked in different movies such as: *Encuentro inesperado* (1993); *Novia que te vea* (1994) and *Demasiado amor* (2002) along with Karina Gidi.

In 1998 he began his career in TV Azteca performing in *Mirada de Mujer* along with Angélica Aragón and an outstanding cast.



