



**FOR IMMEDIATE RELEASE**

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## **AZTECA AMERICA FRESNO JOINS DISH NETWORK'S LINE UP**

**FRESNO, California (October 19, 2006)** – Azteca America of Central California has joined Dish Networks line-up throughout the Central Valley. “Securing carriage with Dish Network is a milestone event, completing the circle of cable, satellite and over the air coverage of the Central Valley” said General Manager Federico Galindo. “Dish Network has done an excellent job in positioning it’s service within the Hispanic community, the addition of Dish subscribers to our local audience is not only exciting to us, but will further enhance the investment our advertisers have made to Azteca America.”

In addition to KMSG-TV 39 Fresno, the Azteca America signal is broadcast over the air throughout the south valley by KFAZ-TV 8 Visalia, **DirecTV Ch- 39**, and **Comcast Cable Ch-77** as part of Comcast’s Basic service and NOW on **Dish Network Ch-39**.

The Fresno/Visalia DMA is the country’s 14<sup>th</sup> largest Hispanic market, with an estimated Hispanic buying power of over 11.1 billion dollars. Hispanics account for 48% of a total population estimated to exceed 1,837,000, according to U.S. Census Bureau.

### About Azteca America of Central California

Azteca America of Central California is a subsidiary of Cocola Broadcasting Companies based in Fresno. With stations in Fresno, Visalia and Boise, Idaho with additional affiliates in the planning stages. Visit our website at [www.kmsgtv.com](http://www.kmsgtv.com).

### About Azteca America Network

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 52 Hispanic markets nationwide.

### About Cocola Broadcasting Companies

Cocola Broadcasting Companies a privately owned company is based in Fresno California. CBC owns and operates 23 television stations throughout the western United States. Visit our website [www.cocolatv.com](http://www.cocolatv.com)

For more information contact

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