



AZTECA AMERICA CARRIED ON DIRECTV IN WICHITA

FOR IMMEDIATE RELEASE

Los Angeles, July 6, 2007 – Azteca America, the fastest-growing Hispanic television network in the United States, is proud to announce that as of today, its affiliate station in Wichita, KSMI-51, is carried locally on DIRECTV as part of a retransmission consent right exercised by the licensee.

With the launch of Wichita, DIRECTV offers Azteca America local affiliates' signals in 25 markets, representing over 72 percent of U.S. Hispanic TV households. DIRECTV is the only satellite provider to offer KSMI in the Wichita market.

“Congratulations go out to DIRECTV, as well as to our affiliate Phil Newmark for this distribution milestone,” said Azteca America Chairman Luis J. Echarte.

Don't miss the opener of the Mexican Soccer League (FLM) 2007 “Apertura” season on Aug. 3 with defending league champion Pachuca vs. Teco transmitted live exclusively on Azteca America .

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 60 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco, Phoenix, Brownsville-McAllen, Sacramento, Albuquerque, Fresno, San Diego, Denver, El Paso, Orlando, Philadelphia, Tampa, Washington, DC, Atlanta, Austin, Las Vegas, Boston, Tucson, Corpus Christi, West Palm Beach-Ft. Pierce, Seattle, Bakersfield, Hartford-New Haven, Portland, Salt Lake City, Monterey-Salinas, Laredo, Yuma, Ft. Myers-Naples, Palm Springs, Raleigh-Durham, Odessa, Colorado Springs, Milwaukee, Santa Barbara, Lubbock, Amarillo, Oklahoma City, Wichita, Reno, Greenville-Spartanburg, New Orleans, Omaha, Tulsa, Boise, Abilene, Chico, Toledo, Chattanooga, Victoria, Twin Falls, Charleston and Sherman.

www.aztecaamerica.com/corporate

Azteca America is a Grupo Salinas Company.
Visit: www.gruposalinas.com

Azteca America Media Contact:

Daniel McCosh
323 517 0370

or

011 (5255) 1720-0059

dmcosh@aztecaamerica.com