



AZTECA AMERICA CARRIED ON DIRECTV IN PHOENIX IN TIME FOR LIVE MEXICAN SOCCER FINAL THIS SUNDAY

Pachuca vs. América Final Match Expected to Attract Over 1 Million Viewers Across the Country

FOR IMMEDIATE RELEASE

Los Angeles, May 23, 2007 – Azteca America, the fastest-growing Hispanic television network in the United States, is proud to announce that as of today, its Una Vez Mas affiliate in Phoenix, KPDF – 41, is carried locally on DIRECTV.

With the launch of Phoenix, DIRECTV offers Azteca America in 26 markets, representing over 72 percent of U.S. Hispanic TV households. DIRECTV is the only satellite provider to offer KPDF in the Phoenix market.

“This is an exciting event for our viewers in Phoenix,” said Azteca America Chairman Luis J. Echarte. “Especially since it will allow DIRECTV subscribers in Phoenix to watch the Mexican Soccer League Championship match this Sunday live at 9pm EST/ 8 pm CST and 6 pm PST. This is a premier event for our network and is likely to attract well over one million viewers across the nation.”

“Mexico soccer is hot, and offers a springboard to other sports properties like boxing, sports commentary and Ultimate Fighting Championship bouts,” added Mr. Echarte. “We’re pleased to offer these stellar products to DIRECTV subscribers in Phoenix.”

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 over 57 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco-Oakland-San Jose, Phoenix, Brownsville-McAllen, Sacramento-Stockton-Modesto, Albuquerque, Fresno-Visalia, 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, Portland, Salt Lake City, Monterey-Salinas, Laredo, Naples-Ft. Myers, Palm Springs, Raleigh-Durham, Odessa, Colorado Springs, Milwaukee, Santa Barbara, Lubbock, Amarillo, Yakima, Wichita, Oklahoma City, Reno, Greenville, Abilene, New Orleans, Omaha, Tulsa, Boise, Toledo, Chattanooga, Victoria, Twin Falls and Charleston.

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