



## **La Academia Breaks into Nielsen's Top 25 with over 1 million Viewers 2+ on Road to July 3 Final Concert**

## **La Academia With Five Consecutive Weeks on Nielsen's Top 25 Hispanic List**

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**New York, June 29, 2005** – Azteca America, the fastest-growing US Hispanic television network, is proud to announce that its hit musical reality show La Academia attracted 1.06 million viewers 2+ for its June 27 live concert, where it determined the six finalists who will compete on July 3 for over \$400,000 in prize money.

“We’re on the brink of another ratings milestone for our young network as we anticipate well over 1 million viewers for our final concert,” said Azteca America COO Jorge Jaidar.

La Academia has consistently attracted over 600,000 2+ viewers for the past five weeks, earning a spot on Nielsen’s Top 25 weekly list of most-watched Hispanic programs. The show traditionally posts strong viewership increases for its final concert.

The six finalists are: Edgar Guerrero, from Boise Idaho; Yuridia Flores, from Mesa, Arizona; Erasmo González, from Xalpatlahuac, Guerrero; Adrián Varela, from Culiacan, Sinaloa; Cynthia Rodriguez, from Monclova, Coahuila; and Silvia Mendivil, from Los Mochis, Sinaloa. They will be competing during the grande finale broadcast live from the Arena Monterrey in Mexico.

Following the July 3 concert, the La Academia graduates will immediately begin an international tour starting in Mexico, with the first US concert in California during the month of August.

**Don’t miss the July 3 Grande Finale of La Academia live at 8:00 pm PST and EST/ 7 pm CST with a special pre-event programming beginning one hour prior.**

## **Company Profile**

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 39 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco-Oakland-San Jose, Phoenix, Brownsville-McAllen, Albuquerque, San Diego, Fresno-Visalia, Sacramento-Stockton-Modesto, Denver, Orlando, Austin, Tampa, Corpus Christi, Tucson, Las Vegas, Colorado Springs, Monterey-Salinas, Hartford, Salt Lake City, Bakersfield, West Palm Beach-Ft. Pierce, Santa Barbara, Palm Springs, Omaha, Yakima, Naples-Ft. Myers, Wichita, Reno, Boise, Victoria, Oklahoma City, Charleston and Chattanooga.

**For more information, visit our website: [www.aztecaamerica.com](http://www.aztecaamerica.com)**

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