



FOR IMMEDIATE RELEASE:

COMING TO THE CENTRAL VALLEY: ZONA AZTECA - SOMETHING FOR EVERYBODY! A New Local Program

FRESNO, California (June 19, 2007) – Azteca America proudly presents Zona Azteca “Something for Everybody” Friday, July 6th at 6PM. Hosted by the talented and charismatic Mari Velasquez, Zona Azteca will focus on the local music scene. This new weekly show provides a unique opportunity for local musical groups, bands and solo acts to showcase their music

Zona Azteca will also feature updates on upcoming concerts, local events and promotions. Segments featuring local radio DJs, movie critiques and an informal sports segment poking fun at sport fanatics. Zona Azteca “Something for everybody” a show that lives up to its tag line.

- What:** Zona Azteca - Something for everybody!
- When:** Debuting Friday, July 6th at 6pm – and every Friday from there on.
- Where:** Azteca America KMSG TV-39 Fresno, KFAZ TV-8 Visalia, DirecTV-39, Dish Network-39, Comcast-77 and Charter Cable 15.
- Who:** Hosted by Mari Velasquez.
- Why:** Provide the opportunity to local groups, bands, solo singers, man or woman of any type of music gender to promote their music.

Stay tuned for the Grand Debut Friday, July 6th on Azteca America KMSG TV-39 Fresno, KFAZ TV-8 Visalia, DirecTV-39, Dish Network-39, Comcast-77 and Charter Cable 15.

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, Bakersfield and Boise, Idaho with additional affiliates in the planning stages. Azteca America produces more than 8,000 hours of original programming each year, including two daily news shows, a range of entertainment and reality shows and the popular first division Mexican Soccer League.

For more information about Azteca America, visit our website at www.aztecaamerica.com or www.kmsgtv.com

For more information please contact

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