



AZTECA AMÉRICA LAUNCHES NEW KARAOKE-STYLE SHOW

¿TE LA SABES? ¡CÁNTALA CON FAMOSOS!
PREMIERES SUNDAY, MAY 11 AT 9PM

Los Angeles, CA - May 6, 2008 – Azteca América today announced its newest musical show ***¿Te La Sabes? ¡Cántala con Famosos! (If You Know It, Sing It—With Celebrities!)*** which will launch Sunday, May 11, 2008 at 9PM.

Hosted by dynamic and amusing Chuck Pereda, ***¿Te La Sabes? ¡Cántala con Famosos!*** is a one-hour singing competition for those who enjoy watching their favorite celebs belt out the most popular Latino songs. Taking off from where hit ***¿Te La Sabes? ¡Cántala!*** began last year on TV Azteca in Mexico, the American version is customized for our U.S. audience and has a new twist: it pits celeb against celeb in a fast-paced karaoke-style showdown.

“We bring a new property ‘made in Mexico’ but customed-made specifically for our audience and clients here in the U.S., said Harry Abraham-Castillo, Executive Vice President of Programming & Production. “ We are convinced that this new musical show will resonate with U.S. Hispanics.”

The season starts off with 10 contestants. Every Sunday, laughs are guaranteed as artists and athletes stumble and stammer through several rounds, trying to remember song lyrics. A number of tricky challenges don't help and at the end of each episode one unlucky contestant is eliminated. In the end, two contestants are left to square off at the Grand Finale.

This is a family-friendly show that will have audiences singing along at home while rooting for their favorite celeb. To add to the fun, the celebrity contestants are not singers at all, but famous athletes, actors, actresses and personalities--making for the most entertaining surprises.

¿Te La Sabes? ¡Cántala Con Famosos! features special sections for its music-loving audience, including:

- **The Jukebox:** A virtual jukebox picks the song. If the contestant sings it correctly, the jukebox changes and the next song plays.
- **I'll Sing It!:** Each contestant has a buzzer and a podium. When the title of a song flashes across the screen, one of them must press their buzzer and yell, “I'll

sing it!" If they get the lyrics wrong, they're eliminated.

- **Colors:** When the lyrics flash across the karaoke screen some of them are intentionally wrong, indicated by a different color. While looking at the "trick lyrics," the contestant must still sing the song correctly.

- **Potpourri:** The orchestra will play the first few lines of five different songs and the contestants must complete them all!

¿Te La Sabes? ¡Cántala Con Famosos!

Don't miss it!

Sundays, at 9pm

**Only on Azteca América KMSG TV-39 Fresno, KFAZ TV-8 Visalia,
DirecTV-39, Dish Network-39 and Comcast-77!**

About Azteca América

Azteca América is the alternative choice in broadcast television for Spanish speaking families residing in the United States. As the fastest-growing Hispanic network, Azteca América now reaches 89% of the Hispanic households in the U.S., operating in sixty two markets nationwide. Azteca América can also be seen on DIRECTV Más Channel 441 (AZA 441). Wholly owned by Mexican broadcaster TV Azteca, S.A. de C.V, Azteca América has access to the best programming from TV Azteca's three national networks including a library with over 200,000 hours of original programming and news from local bureaus in 32 Mexican states. The network complements Mexican programming with an innovative line-up of shows from international producers and distributors to ensure the finest programming to Spanish speaking viewers and unique advertising solutions to partners seeking to reach the most dynamic market in the country.