



## **AZTECA CHAIRMAN RICARDO SALINAS ELECTED DIRECTOR OF THE INTERNATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES**

### **FOR IMMEDIATE RELEASE**

**New York, March 24, 2011**—Azteca, S.A.B. de C.V., one of the two largest producers of Spanish-language television programming in the world, announced today that its Chairman, Ricardo B. Salinas Pliego, has been elected as a Director of the Board of The International Academy of Television Arts & Sciences.

The International Academy of Television Arts & Sciences is comprised of leading media and entertainment figures from all sectors of television including internet, mobile and technology. Headquartered in New York City, the Academy has members from over 50 countries and 500 companies.

In addition to voting on Academy issues, directors have the opportunity to chair committees and speak on specific issues before the Board.

“We are proud to have Ricardo join our Board of Directors, said Bruce Paisner, President & CEO of The International Academy of Television Arts & Sciences. ”He is a distinguished and articulate leader of the international television community and we look forward to his active participation in the activities of The International Academy,”

Mr. Salinas is a dynamic player in the world of Spanish-language television. He successfully bid for TV Azteca during a government auction in 1993, opening the market of commercial broadcast television in Mexico. Azteca is one of the largest producers of Spanish-language programming in the world. The company has two national broadcast networks in Mexico, with extensive Internet platforms and distribution through pay-TV platforms that are viewed throughout the Spanish-speaking world. It also wholly-owns Azteca America, a broadcast network for Spanish-speaking viewers in the United States.

**About Azteca**

Azteca is one of the two largest producers of Spanish-language television programming in the world, operating two national television networks in Mexico, Azteca 13 and Azteca 7, through more than 300 owned and operated stations across the country. TV Azteca affiliates include Azteca America Network, a broadcast television network focused on the rapidly growing U.S. Hispanic market, and Azteca Web, an Internet company for Spanish speakers.

Azteca is a Grupo Salinas company ([www.gruposalinas.com](http://www.gruposalinas.com)), a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to build the middle class of the countries in which they operate, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas ([www.ricardosalinas.com](http://www.ricardosalinas.com)), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include: Azteca ([www.irtvazteca.com](http://www.irtvazteca.com)), Azteca America ([www.aztecaamerica.com](http://www.aztecaamerica.com)), Grupo Elektra ([www.grupoelektra.com.mx](http://www.grupoelektra.com.mx)), Banco Azteca ([www.bancoazteca.com.mx](http://www.bancoazteca.com.mx)), Afore Azteca ([www.aforeazteca.com.mx](http://www.aforeazteca.com.mx)), Seguros Azteca ([www.segurosazteca.com.mx](http://www.segurosazteca.com.mx)) and Grupo Iusacell ([www.iusacell.com](http://www.iusacell.com)). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

### **About The International Academy of Television Arts & Sciences**

The International Academy of Television Arts & Sciences is a membership based organization comprised of leading media and entertainment figures from over 50 countries and 500 companies from all sectors of television including internet, mobile and technology. The Academy's yearly schedule of events includes the prestigious International Emmy® Awards Ceremony held in New York, The International Digital Emmy® Awards at MIPTV and a series of industry events such as Academy Day, The International Emmy® World Television Festival and Panels on substantive industry topics. The Academy was chartered with a mission to recognize excellence in television produced outside of the United States and it presents The International Emmy® Awards in the following fifteen categories: Arts Programming; Best Performance by an Actress; Best Performance by an Actor; Current Affairs; Children & Young People; Comedy; Digital Program: Children & Young People; Digital Program: Fiction; Digital Program: Non-Fiction; Documentary; Drama Series; News; Non-Scripted Entertainment; Telenovela; TV Movie/Mini-Series. For more information go to [www.iemmys.tv](http://www.iemmys.tv).

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