



Azteca America Presents 2011-2012 Upfront Strategy

--Successful upfront presentations kicked off with April visit to studios in Mexico City—

New York, April 26, 2011— Azteca America, the alternative choice in broadcast television for Spanish speaking families, will continue this year with its successful strategy of upfront presentations to over 100 clients and agencies throughout the country. The presentations will be kicked off with a visit to Azteca studios in Mexico City this month.

With the theme of “Cada vez somos más” or “We’re more every day,” the upfront message is centered on: better coverage; HD programming in 2012; new talent and expanded infrastructure; continued programming excellence; superior product integration options and digital platforms.

Azteca America increased its coverage by 4%, compared to slight decreases for Univision and Telemundo, according to National Hispanic penetration estimates by Nielsen comparing March 2011 to December 2010.

Coverage expansion includes the migration from low to full-power stations in Dallas and Houston, with more exciting distribution gains expected for the upcoming season.

Azteca America will also begin HD transmissions in the next twelve months, which will also be available on key pay TV services in top markets.

On the programming front, Azteca will inaugurate 10 cutting-edge digital studios during the first quarter of 2012, creating the most-advanced digital soundstages in Latin America.

Advances in the creative process also include the hiring of over 15 international stars to complement existing Azteca talent to continue to raise the bar of production values. New names include Bibi Gaytan, Edith González, Mauricio Islas, Eduardo Capetillo, Gaby Spanic, Michelle Vieth and Tatiana, to name a few.

New programs for the 2011-2012 will include a daily sports program, Deporte Caliente, hosted by Luis García and Antonio Rosique; A home improvement reality format called Cambiando la Casa and the dramatic thriller series Al Caer la Noche.

The new programs will be added to existing favorites like the high-impact magazine show Al Extremo; the La Academia musical reality show; the entertainment news program Ventaneando with its new format Ventaneando Renovado, featuring Pati Chapoy and her stellar cast; the hit talk show Cosas de la Vida, with Rocío Sánchez Azuara; as well as other favorite music and entertainment shows. On the news front, the network continues with its dynamic network news program Noticiero Nacional Azteca America, with anchors Roberto Ruiz and Christian Lara.

Special events for the season include the Premios Azteca television and music awards and the Viña del Mar 2012 music special.

For sports lovers, Azteca America will transmit 90 games of FLM soccer, as well as top weekly fights with Box Azteca. Also returning are sports programs Antesala Deportiva and DeporTV.

“This is where the magic begins,” said Azteca America CEO Martin Breidsprecher. “We’re dedicated to creating the best television experience for our audiences. We truly believe in the power of television to create engaging platforms for viewers and showcase our clients’ brands.”

“We look forward to sharing these successes face to face as we embark on a three-month road trip to visit top clients. We have a great story to tell,” said Bob Turner, President of Sales.

About Azteca America

Azteca America is the alternative choice in broadcast television for Spanish speaking families residing in the United States. Azteca America operates in 66 markets nationwide, and can also be seen on DIRECTV Mas Channel 441 (AZA 441) and DISH Network Channel 825. Wholly owned by Mexican broadcaster Azteca, S.A.B. de C.V., Azteca America has access to the best programming from 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 for Spanish-speaking viewers and unique advertising solutions for partners seeking to reach the most dynamic market in the country.

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