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FOR IMMEDIATE RELEASE

AZTECA AMERICA INCREASES COVERAGE BY OVER EIGHT PERCENTAGE POINTS IN THE PAST 16 MONTHS

--Overall Hispanic Household Coverage Is at a Historic Maximum of 68% --

Los Angeles– September 28, 2011– Azteca America, the authentically Mexican television network for U.S. Spanish-language viewers, is pleased to announce that its coverage is at its highest point in its more than ten-year history.

According to Nielsen NPM data, Azteca America has increased its coverage by over four percentage points in the past 12 months, and coverage is up more than eight percentage points since June of last year.

Important coverage events during the period include the migration to full-power stations in Dallas and Houston, as well as the addition of Comcast coverage in New York and Philadelphia.

“We are at a moment in broadcast history with an overwhelming number of distribution options, and at Azteca America we’re determined to take advantage of opportunities to make our programming available in more homes,” said Martin Breidsprecher, CEO of Azteca America.

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 79 markets nationwide, and can also be seen on DIRECTV Mas Channel 441 (AZA 441) and DISH Network Channel 825. Wholly owned by Mexican broadcaster TV 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.