



Grupo Salinas and Azteca America Support “State of Latinos: Truth in Immigration” Conference to be Held at ASU’s Downtown Phoenix Campus on September 30

Conference developed by ASU’s School of Transborder Studies builds on Azteca America television network’s multi-media public service campaign “I too am America”

www.fundacionaztecaamerica.org

Phoenix, September 27, 2010 – Grupo Salinas and Azteca America through its non-profit arm Fundación Azteca America are pleased to present, in conjunction with Arizona State University’s School of Transborder Studies, a groundbreaking conference on immigration entitled “State of Latinos: Truth in Immigration,” to be held in the Walter Cronkite School of Journalism’s First Amendment Forum on September 30.

The conference will include an overview of the US-Mexico trans-border world, an examination of the development of US-Mexico immigration laws and an outlook into legalization, regularization and the future of immigration. The event will also include a media panel, coordinated by the Cronkite School, to examine coverage of SB1070 from different perspectives through radio, TV, newspapers and the Internet.

Participants include:

Phoenix Mayor Phil Gordon

Thomas Saenz, Mexican American Legal Defense and Educational Fund (MALDEF)

Daniel R. Ortega Jr., National Council of La Raza (NCLR)

Dr. Carlos Vélez-Ibáñez, School of Transborder Studies, ASU

Evelyn Cruz, Sandra Day O’Connor College of Law, ASU

Francisco Lara Valencia, School of Transborder Studies, ASU

Armando Guzmán, Azteca America

Maritza Lizeth Gallego Félix, Prensa Hispana

María Barquin, Radio La Campesina

Richard Ruelas, Arizona Republic

Angel Rodriguez, azcentral.com

“We are pleased to engage the issues of immigration from an informed point of view that will help the greater public to attain a better understanding of the complexities of the subject,” said Dr. Carlos Vélez-Ibáñez, Director of the School of Transborder Studies.

“Our national debate on immigration policy and on the enforcement of immigration laws needs an infusion of greater factual accuracy and a commitment to carefully informed deliberation,” said Thomas Saenz, President and General Counsel of the Mexican American Legal Defense and Educational Fund (MALDEF). “Conferences like this one will help to reduce the amount of policymaking that is based on political posturing and pandering to fear and intolerance.”

“State of Latinos: Truth in Immigration” is a one of several initiatives supported by Fundación Azteca America to foment dialog regarding comprehensive immigration reform. Fundación Azteca America presented a white paper prepared by the University of Denver on immigration earlier this year at Georgetown University. It has also produced a multi-media informational campaign that includes public service announcements aired on Azteca America, a web-based campaign on www.fundacionaztecaamerica.org and printed material that has been distributed by Azteca America affiliated stations in 69 cities throughout the country. The theme of the campaign is “I too am America,” emphasizing the important role that immigrants have played in the development of the United States throughout history.

“Our concern at Fundación Azteca America is an increasing intolerant environment for immigrants, especially Latino immigrants,” said Luis J. Echarte, Chairman of Fundación Azteca America and Azteca America Network. “The most powerful tool to counteract this intolerance is education.”

Fundación Azteca America would like to express its gratitude to all participating entities for their support of this conference, including ASU’s School of Transborder Studies, the Cronkite School for providing space for the forum, the Mexican American Legal Defense and Educational Fund (MALDEF), the National Council of La Raza (NCLR) and especially the local Azteca America affiliated television station, Azteca America KPDF Phoenix 41 and KUDF Tucson 14, which are operated by the Una Vez Mas group.

About Fundación Azteca America

Fundación Azteca America is a non-profit organization dedicated to improving the quality of life for members of the Hispanic community currently in the U.S. Fundación Azteca America, Fundación Azteca, Azteca America and TV Azteca are companies of Mexican conglomerate Grupo Salinas. For more information, visit www.fundacionaztecaamerica.org.

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 69 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. de C.V., Azteca America 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 for Spanish-speaking viewers and unique advertising solutions for partners seeking to reach the most dynamic market in the country.

About Grupo Salinas

Grupo Salinas (www.gruposalinas.com) is a group of dynamic, fast-growing and technologically advanced companies focused on creating shareholder value, contributing to building the middle class of the countries where it operates, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies TV Azteca (www.irtvazteca.com), Azteca America (www.aztecaamerica.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), and Grupo Iusacell (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.

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