



Galavisión

Mission Statement

Galavisión, today's leading Spanish-language U.S. cable network in ratings and distribution, is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America. Galavisión delivers 24 hours of unique, first-run news, sports, and entertainment programming that appeals to Hispanics of all ages. Galavisión also offers over 35 hours of live programming every week.

Programming Highlights

News - Galavisión has news around the clock! Wake up with one of Mexico's most highly respected broadcast journalists Carlos Loret de Mola on *Primero Noticias* or catch up on the day's top headlines with the network's top-rated latenight newscast *Noticiero con Joaquín López Dóriga*.

Sports - The network has some of the biggest and most anticipated sports events in the world with 2009 FIFA tournaments like the Under-17 and Under-20 Championships as well as year-round coverage of the #1 soccer franchise for U.S. Hispanics *Fútbol Liga Mexicana* (Mexican League Soccer). And for the sports fan that just can't get enough, Galavisión broadcasts weekly sports news programs *La Jugada*, *Acción* and *Más Deporte* that offer commentary, critique and analysis of all major sporting events.

Lifestyle and Entertainment - *Delicioso* and *Moda al Rescate* are just two of Galavisión's lifestyle programs that feature practical tips and advice to help viewers enrich their lives. From fashion and home decorating to cooking and health, these shows are designed to entertain and inform.

Comedy - Galavisión knows comedy with hilarious classics like *El Chavo*, *Chespirito*, and *El Chapulín*. Viewers are also offered a variety of humorous programs to watch during the comedy blocks, *Risas Y Más Risas*, *Humor a La Carta* and *La Comedia Hora*.

New Shows

Como Nuevo: Giving new life to a place sometimes requires a creative mind, a simple plan and the help of *Como Nuevo!* Our viewers will find expert advice, useful tips and the tools they'll need to tackle their own home improvement and remodeling projects.

Yo Cocino Mejor Que Mi Suegra: This show is an entertaining and hilarious competition between wives and mother-in-laws on the ultimate battleground...la cocina. They will be tested on how well they know their son/husband in an effort to win the best ingredients to cook. Then in the final showdown, they have to show off their best dish.

Fiscales: This drama explores the complexities of the American judicial system through the eyes of the dedicated men and women who work in it. Through compelling reenactments and real life footage, *Fiscales* brings the high drama of some of the most infamous crimes and trials in the U.S.

Al Corriente: Galavisión will give viewers exactly what they need during key holiday seasons each quarter...gift ideas and shopping advice! This special will provide information on the latest DVD releases, video games, fashion trends, gadgets and more!

Expedición Global: Galavisión is proudly partnering with global documentary giant National Geographic to bring viewers more of what they love...amazing journeys to incredible landscapes, gripping wildlife stories and a spectacular window into our majestic planet.

Entertainment & Sports Specials

- *Rumbo a Premio Lo Nuestro* Special
- *Selena* Tribute Special
- *Fiesta Mexicana/El Grito* Independence Celebration
- *El Chavo* Marathon
- USA Men's National Team Soccer
- CONCACAF Champions League Soccer Tournament
- FIFA Beach Soccer World Cup
- FIFA U-20 Women's World Cup
- FIFA Futsal World Cup

SUBSCRIBERS

Galavisión reaches over 52 Million Total U.S. homes of which 8 million are Hispanic.¹

¹Source: Nielsen Media Research NHI April 08 Cable HH Universe Estimates

VIEWER PROFILE

Male/Female Split: 56% / 44%

Median Age: 33

HH w/Children: 77%

A/B Counties: 77%

Source: NHI Nielsen Media Research 07/08 STD (10/01/07-5/25/08)

Total Day M-Su 7a-2a. Median age based on P2+

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Television plugs into the wall. Univision plugs into a culture.

Univision has a powerful connection with its viewers, which provides a powerful growth opportunity for you. Currently, nearly 30% of Univision households do not have cable or satellite. Now that's potential subscriber growth worth plugging into.



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