

Azteca America Available to DISH Network

Enhances Distribution in the U.S. Hispanic Market

TV Azteca, S.A. de C.V. (NYSE: TZA; BMV: TVAZTCA; Latibex: XTZA), one of the two largest producers of Spanish language television programming in the world, announced today that the company has signed a distribution agreement in which EchoStar Communication Corporation's DISH Network will make Azteca America available nationwide via satellite TV.

The parties signed a contract through which the Azteca America channel will be available as part of EchoStar's DISH Latino programming packages, and settled all prior disputes. EchoStar has also obtained the right to air the 24-hour live transmission of the company's musical reality show, *La Academia 4*, on another EchoStar channel.

"We are thrilled that viewers will now be able to turn from seeing TV Azteca's channel 13 to our Network's programming, allowing Azteca America to benefit from the tremendous subscriber growth that EchoStar has established during the past five years," said Luis J. Echarte, President and CEO of Azteca America.

The Azteca America channel will be available by April 1, 2005. For additional programming information please visit www.dishnetwork.com.

About TV Azteca

TV 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 new broadcast television network focused on the rapidly growing US Hispanic market, and Todito.com, an Internet portal for North American Spanish speakers.

Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Risks that may affect TV Azteca are identified in its Form 20-F and other filings with the US Securities and Exchange Commission.

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Contact:

Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,

executivecustomerservice@dish.com
Employment Verification, voe@dish.com
