

# TuTv Launches Bandamax on DISH Network, Striking Deal as Anchor Tenant of New U.S. DishMEXICO Tier

TuTv, a joint venture of Grupo Televisa, S.A. (NYSE: TV; BMV TLEVISA CPO) and Univision Communications Inc., announced today that it has entered into an agreement with DISH Network Corporation (Nasdaq: DISH), the third largest pay-TV provider and leader in Latino programming in the U.S., to launch the Mexican regional music network Bandamax. The channel debuted today on DISH Network's DishMEXICO tier, a new programming package featuring more than 50 popular channels targeted to Mexican-Americans. With this agreement, TuTv has a total of four networks on DishMEXICO and DishLATINO properties: Bandamax, Telehit, De Pelicula and De Pelicula Clasico.

"DISH Network has been a great partner in helping our networks reach Spanish-language viewers in the U.S. Now, with Bandamax as part of their lineup, they have expanded their TuTv bouquet by offering the premier regional Mexican music network," said Chris Fager, president of TuTv. "With the Latino population rapidly growing in the U.S., there is a need for programming variety to satisfy their viewing needs. TuTv does just that with quality television made for Latinos by Latinos for every member of the household."

"DISH Network is committed to expanding the variety of unique and exclusive high-quality Latino music programming to satisfy the entertainment needs of this important community in the U.S.," said Eric Sahl, senior vice president of Programming for DISH Network. "We are very pleased to be the exclusive satellite TV provider of Bandamax via our DishLATINO and DishMEXICO packages, providing Latinos living in the U.S. the best selection of regional Mexican music, and an opportunity to stay connected to their culture for a low introductory price of \$9.99 per month."

DISH Network customers have exclusive access to Bandamax for as little as \$9.99 per month for the first six months via its newly-launched DishMEXICO package, which includes local channels (price goes up to \$19.99 once promotional period has ended). For more information about DishMEXICO and other Latino programming packages, visit <http://www.dishmexico.com> or call 1-888-599-DISH (3474).

Bandamax is the most widely distributed network in the U.S. exclusively dedicated to the most popular Latin music category, regional Mexican, which accounts for 63 percent of all Latino music sales. It features the latest music videos including top talent in the grupero, norteno, banda, tejano and mariachi genres. Bandamax produces live original programming telecast daily from Televisa's studios in Mexico City and on location from rodeos, seaside and rural locations as well as haciendas all over Mexico. With a cast of 10 different regional Mexican music personalities, Bandamax gives U.S. Hispanics access to this fast-growing music phenomenon with the latest celebrity news, exclusive concerts and daily in-studio interviews with well-known artists as well as up-and-coming regional Mexican music talent.

In addition to Bandamax, DISH Network offers the following networks from TuTv's suite of programming:

**Telehit:** Latin urban and lifestyle channel with celebrity interviews, live concerts, variety shows, music news and up to nine hours of new original Spanish-language programming daily as well as 20 different live shows per week. Targeting the sought-after 18- to 25-year-old demographic group, Telehit's unique

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programming blend also includes Hollywood news and comedy sketches that appeal to its trend-setting audience.

**De Pelicula:** The number-one rated movie network in Mexico, De Pelicula offers over 150 films a month from the largest Spanish-language movie library in the world.

**De Pelicula Clasico:** Featuring over 1,500 movies per year from the Golden Era of Mexican Cinema, De Pelicula Clasico showcases the great Mexican movie icons such as Maria Felix, Jorge Negrete and Cantinflas.

#### **About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.78 million satellite TV customers as of Sept. 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP(R)722 HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit <http://www.dishnetwork.com> or call 1-800-333-DISH (3474) for more information.

#### **About Televisa**

Grupo Televisa, S.A., is the largest media company in the Spanish-speaking world, and a major player in the international entertainment business. It has interests in television production and broadcasting, programming for pay television, international distribution of television programming, direct-to-home satellite services, publishing and publishing distribution, cable television, radio production and broadcasting, professional sports and show business promotions, paging services, feature film production and distribution, dubbing, and the operation of a horizontal Internet portal. Grupo Televisa also has an unconsolidated equity stake in Univision, the leading Spanish-language television company in the United States. For more information please visit <http://www.televisanetworks.tv>.

#### **About Univision Communications Inc.**

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 99% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 89% of U.S. Hispanic Households; Galavision, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 64 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 70 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at <http://www.univision.com>. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit <http://www.univision.net>.

#### **About TuTv**

TuTv is a joint venture between Grupo Televisa and Univision Communications that distributes five of the most popular television networks in the Spanish-speaking world. The programming is delivered via digital satellite, cable and wireless to viewers nationwide. Produced in Mexico by Televisa, the channels are De Pelicula, De Pelicula Clasico, Telehit, Ritmoson Latino and Bandamax which have been distributed for

many years in Mexico, Latin America and Europe. Available in the U.S. through TuTv, the networks offer a wide variety of high-quality digital programming ranging from contemporary and classic films to original lifestyle, music and entertainment programming reflecting Latino culture. For more information about TuTv, please visit <http://www.tutv.tv>.

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