





GALAVISIÓN

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. Currently available in 51.7 million U.S. cable and satellite homes, of which 8.0 million are Hispanic, Galavisión delivers 24 hours of unique news, sports and entertainment programming that appeals to Hispanics of all ages. Galavisión also offers nearly 50 hours of live programming weekly.

NETWORK PROGRAM FORMAT

- Local Avails:** 2-one minute breaks per hour
- Times:** Between the first and third quarter of every hour*
*Note: This is subject to network formatting requirements
- Insertion Hours:** 24 hours per day

NETWORK INFORMATION

- Subscribers:** 51.7 million Total U.S. Subscribers
Source: Nielsen Media Research, 4Q 2007
- Service Type:** Basic
- Satellite Feed:** Dual
- Launch Date:** October 1979
- Ownership:** Univision Communications, Inc.

BENEFITS TO ADVERTISERS

1. Most widely distributed Spanish-Language cable network reaching 81% of Hispanic HHs.¹
2. In primetime, Galavisión is the #1 network in all of cable among Hispanic Adults 18-49.²
3. Galavisión continues to achieve record viewership levels increasing its Adult 18-49 audience by 19% in primetime versus the 05/06 season.³
4. Galavisión has loyal news and sports viewers who do not watch other English-Language cable networks.
 - 65% of Galavisión primetime news viewers did not watch any other English-Language cable news network (CNN, MSNBC, FOXNC & HLN).⁴
 - 64% of Galavisión sports viewers did not watch ESPN, 65% did not watch ESPN2.⁵
5. Galavisión was the first full service Spanish-Language cable network Nielsen subscriber since 1996.

Sources: 1 NHHI Nielsen Media Research, as of 3Q'07 (7/1/07-8/26/07)
 2 NHHI/NHHI - Nielsen Media Research as of 06-07 (09/18/2006-09/23/2007)
 3 NHHI/NHHI - Nielsen Media Research as of 06-07 (09/18/2006-09/23/2007) vs. 05-06 (9/19/05-9/17/06)
 4 NHHI - Nielsen Media Research N Power Duplication Analysis. 3Q'07 (7/1/07-8/26/07) Galas News vs. CNN, MSNBC, CNBC, FOXNC, HLN/Primetime M-S 7pm-11pm/P2+
 5 NHHI - Nielsen Media Research N Power Duplication Analysis 3Q'07/GALA Sports Events vs. ESPN & ESPN2/Mon-Sun 7am-2am/P2+



RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49

Women: 18-34, 18-49

Men: 18-34, 18-49

VIEWER PROFILE

Male/Female split:	55%/46%
Median Age	32
HH with Children	74%
A/B Counties	70%

Source: NHTI - Nielsen Media Research 06-07 (9/18/06-8/26/07), Total Day (M-Sun 7a-2a). Audience Composition & median Age/Audience Composition base on (000) of A2+.

VIEWER LIFESTYLE

Base: Hispanic Cable Homes indexed to Total Hispanic

<u>Category: Financial</u>	<u>Index</u>	<u>Category: Electronics</u>	<u>Index</u>
401K	118	HDTV	118
Mutual Funds	113	Camcorder & video camera	110
Any banking investments - checking	112	DVD Player	107
Credit card	111	Cellular phone	107
IRA	110		
Any banking investments - savings	108	<u>Category: Computer/Internet</u>	
Debit card	106	Personal Computer	111
		Make online purchases	110
<u>Category: Insurance</u>		<u>Category: Automotive</u>	
Life insurance	115	Own 3+ vehicles	107
Property & vehicle insurance	106	Own/lease car, pickup, SUV	105
<u>Category: Home</u>		<u>Category: Travel</u>	
Bedding, bath & linens bought/last 12 months	105	Domestic travel - last 12 months	106
Household furnishing bought/last 12 months	103	Foreign travel - last 3 years	105

Source: Simmons NCS/NHCS Full Year Spring 2007 POP/A18+

DAYPART VIEWING

<u>DAYPART</u>			<u>A18-49</u>	<u>M18-49</u>	<u>W18-49</u>
Total Day	Mon-Sun	6a-2a	60%	35%	26%
Daytime	Mon-Fri	10a-4p	63%	23%	41%
Early Fringe	Mon-Fri	4p-7p	56%	29%	27%
Primetime	Mon-Sun	7p-11p	62%	41%	22%
Late Night	Mon-Sun	11p-2a	62%	40%	22%
Weekend Day	Sat-Sun	12p-7p	64%	44%	20%
Weekend Prime	Sat-Sun	7p-12am	68%	47%	22%

Source: NHHI/NHI-H - Nielsen Media Research 06-07 (9/18/06 - 9/23/07), Excludes breakouts



PROGRAMMING

PROGRAMMING GENRES: Comedy, Drama (General), Entertainment, Family, Food/Cooking, General Variety, Health, Home/How-To, Investigative, Lifestyle, Music, Mysteries, News/Information, Quiz/Audience Participation, Reality, Science Fiction, Travel/Adventure, **Sports:** Boxing, Soccer, Wrestling, **Ethnic:** Hispanic

VIEWER TARGETED PROGRAMMING

Adults: *Noticiero con Paola Rojas, Noticiero con Lolita Ayala, Noticiero con Joaquín Lopez Dóriga Primero Noticias, Las Noticias por Adela, Archivos del Más Allá, Enigmas del Más Allá, En Profundidad, El Rastro del Crimen, Un Destino, Decorando Contigo, Tu Salud, Vida Salvaje*

Men: *Mexican League Soccer, Boxing, Lucha Libre - Mexican Wrestling, Sports News*

Women: *Hoy, Delicioso, Moda Al Rescate*

Family: *Classic Comedies, Holiday Specials, Fiesta Mexicana/El Grito*

Youth: *Acceso Máximo, Furia Musical, Sin Rodeo, Las Mas Picudas*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

New Shows

Vida Salvaje: This new primetime series offers the most extraordinary views and unrivaled beauty from locales all over the world. Viewers will not want to miss the amazing cinematography and touching stories of wildlife throughout our majestic planet.

Moda al Rescate: *Moda al Rescate* is an inspiring new show that gives a deserving viewer a complete head to toe makeover! Each episode will feature experts on make-up, clothes, hair, accessories, even poise and confidence.

Tu Salud: Galavisión's newest health series will give viewers well-rounded and thorough information about three significant areas: children's health, nutrition/fitness and illness awareness/prevention.

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 watch the evening news *Noticiero con Paola Rojas*, which is the highest-rated newscast on Galavisión for two years in a row.

Sports

In 2008 Galavisión fans can choose from a wide variety of soccer tournaments like FIFA Futsal and FIFA Women's Under 20. If that's not enough sports action, viewers can also pick from year-round sports like Boxing, Wrestling and Mexican Leagues Soccer.

Lifestyle & Entertainment

With home decorating shows like *Decorando Contigo* and music video programs like *Acceso Máximo*, Galavisión has entertainment suitable for the entire family.

Comedy

Galavisión knows comedy with hilarious classics like *El Chavo, Chespirito* and *El Chapulin*. Viewers are also offered a variety of humorous programs to choose from during the comedy blocks, *Risas Y Mas Risas, Humor a La Carta* and *La Comedia Hora*.



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LEADING NATIONAL ADVERTISERS

20th Century Fox Film Corp.	Ford Division	Nissan Motor Corporation	Target
Adolph Coors Company	Garnier	Nivea	T-Mobile
Allstate Corporation	General Motors Corporation	Payless Shoe Source	Tecate-Heineken USA
American Honda Motor Co.	Goya	Pizza Hut, Inc.	The Home Depot
Americatel	Heineken USA	Procter & Gamble	Toyota Motor Sales USA
Anheuser-Busch	IHOP	Rent-A-Center	Unilever
AT&T Mobility	JC Penney Company, Inc.	SC Johnson & Son, Inc.	Universal Pictures
Burger King Corporation	Kraft Foods Inc.	Sears, Roebuck & Co.	Verizon Wireless
Clorox Company	Lowe's Home Improvement	Sonic	Visa
Colgate-Palmolive	Macy's	Sprint/Nextel	Walgreen Co.
DaimlerChrysler	McDonald's Corporation	State Farm (Auto) Insurance	Wal-Mart Stores Inc.
Diageo	Miller Brewing Company	Subway	Wm. Wrigley's Jr. Co.
Domino's Pizza	Nestlé S.A.		

NETWORK CONTACTS

Galavisión National Ad Sales

New York

605 Third Avenue
12th Floor
New York, NY 10158
P:(212) 455-5454
F:(212) 953-018

Joanne Lynch
SVP/General Manager
jlynch@univision.net

David Grossman
VP, Sales
dgrossman@univision.net

Miami

9405 NW 41st Street
Miami, FL 33178
P:(305) 471-1570
F:(305) 471-4027

Christian Martinez
Account Executive
chrismartinez@univision.net

Dallas

2323 Bryan Street
Suite 1900
Dallas, TX 75201
P:(214) 758-2465
F:(214) 758-2395

Nancy Lopez
Account Executive
nlopez@univision.net

Odis Rodriguez
Account Executive
orodriguez@univision.net

Chicago

541 N. Fairbanks Ct.
Suite 1240
Chicago, IL 60611
P:(312) 494-5100
F:(312) 494-5115

Tamara Sula
Account Executive
tsula@univision.net

Los Angeles

5999 Center Drive
Los Angeles, CA 90045
P:(310) 348-3351
F:(310) 348-3350

Jason Akahoshi
Account Executive
jakahoshi@univision.net

Erika La Loggia
Account Executive
elaloggia@univision.net

Galavisión Affiliate Relations

Los Angeles

P:(310) 216-3434
F:(310) 348-3643

Tim Spillane
Regional VP, Affiliate Services
tspillane@univision.net

Jasmine Rezai
VP, Affiliate Marketing
jrezai@univision.net

New York

P:(212) 455-5200
F:(212) 953-0198

John Heffron
Regional VP/Eastern Region
jheffron@univision.net

Dallas

P:(214) 758-2300
F:(214) 758-2395

Deanna C. Andaverde
Regional VP/Central Region
dandaverde@univision.net

WEBSITE INFORMATION

Consumer Website: www.univision.com
Corporate Website: www.univision.net