



**TELEFUTURA BREAKS ALL PREVIOUS RECORDS WITH
EXPLOSIVE 4TH QUARTER AUDIENCE LEVELS**

TeleFutura Maintains Growth Momentum Over Telemundo in Key Demos

MIAMI, FL, January 9, 2007 – The TeleFutura Network continued to shatter viewership records as it delivered its highest quarter ever in the history of the Network with explosive fourth quarter 2006 audience levels among Hispanic Adults 18-49 in Primetime (467,000) and Late Fringe (211,000). In fourth quarter 2006 vs. fourth quarter 2005, TeleFutura reported remarkable double-digit growth in key demos, while Telemundo reported audience declines.

**Prime Time
M-Sun 7pm-11pm
Audience (000)**

	TeleFutura			Telemundo		
	<u>4Q05</u>	<u>4Q06</u>	<u>% Chng.</u>	<u>4Q05</u>	<u>4Q06</u>	<u>% Chng.</u>
Persons 2+	548	701	+28%	1,057	1,010	-4%
Adults 18-34	198	285	+44%	388	323	-17%
Adults 18-49	325	467	+44%	625	575	-8%

**Total Day
M-Sun 7am-2am
Audience (000)**

	TeleFutura			Telemundo		
	<u>4Q05</u>	<u>4Q06</u>	<u>% Chng.</u>	<u>4Q05</u>	<u>4Q06</u>	<u>% Chng.</u>
Persons 2+	376	421	+12%	561	549	-2%
Adults 18-34	126	164	+30%	172	159	-8%
Adults 18-49	211	260	+23%	297	287	-3%

“TeleFutura is reaching new heights. We are thrilled with the 2006 ratings success of the Network, especially with the incredible results in fourth quarter,” said Bert Medina, Senior VP and Operating Manager, TeleFutura Network. “Without a doubt, viewers are connecting in record numbers to the dynamic mix of programming only TeleFutura offers.”

Programming Highlights – Fourth Quarter 2006:

- “**Confesiones De Un Rey: Vicente Fernández**” (Confessions of a King: Vicente Fernández) had 1.5 million viewers tune in, and was the **highest-rated** entertainment special of all time among Hispanic Adults 18-34 and 18-49.
- “**Escandalo de Año Nuevo**” (Scandalous New Year) delivered over **half a million** viewers, and became the **second highest rated** telecast for the program among Hispanic Persons 2+ and Hispanic Adults 18-49.
- Versus fourth quarter 2005, “**Contacto Deportivo**” (Sports Encounter) attracted its **highest audience levels** of any quarter among Hispanic Adults 18-34 (+19%) and Hispanic Adults 18-49 (+22).
- Versus fourth quarter 2005, “**Cine de las Estrellas**” (All-Star Cinema) broke records with the highest 4th quarter viewership among Hispanic Adults 18- 34 (+33%) and Hispanic Adults 18- 49 (+39%).
- “**Que Dice La Gente**” (Family Feud) had huge increases from 2005 among Hispanic Adults 18-34 (+90%) and Hispanic Adults 49 (+64%).

Source: Nielsen Media Research, NHTI.

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