

UNIVISION REACHES 9.3 MILLION VIEWERS AND RANKS AS THE NO. 1 NETWORK FOR THE NIGHT AMONG ADULTS 18-34 FOR THE FIFTH CONSECUTIVE YEAR WITH BROADCAST OF “PREMIOS JUVENTUD”

Ninth Annual Youth Awards Show Makes Univision No. 1 for the Night in Key Markets Across the Nation Among Total Viewers 2+, Adults 18-49 and Adults 18-34

“Premios Juventud” and Univision were No. 1 Show and Network for Social TV Activity Awards Show Engaged Fans and Continues to Drive Online, Mobile and Video Interactivity on PremiosJuventud.com<<http://www.premiosjuventud.com/>>

MIAMI – JULY 20, 2012 – The ninth annual edition of the “Premios Juventud” youth awards, which showcased a vibrant array of entertainers and show-stopping performances, reached 9.3 million Total Viewers 2+ during the three-hour live broadcast on the Univision Network. Last night’s broadcast delivered an average audience of 4.1 million Total Viewers 2+ and positioned Univision as the No. 1 broadcast network for the entire night among Adults 18-34 for the fifth consecutive year. For the night, Univision also ranked as the No. 2 broadcast network among Adults 18-49, beating ABC, FOX, NBC and the CW; and as the No. 3 broadcast network among Total Viewers 2+, beating FOX, NBC and the CW.

This year’s “Premios Juventud” also attracted more Hispanic viewers in the demographic groups of Total Viewers 2+, Adults 18-49, Adults 18-34 and Persons 12-34 than the combined audience of the latest editions of the “American Music Awards,” “Billboard Music Awards” and “Golden Globe Awards.”

Additional Network Highlights:

The Thursday, July 19 broadcast of “Premios Juventud” on Univision generated an average audience of 2.1 million Adults 18-49 and 1.2 million Adults 18-34.

“Premios Juventud” was the No. 1 program on all of broadcast television among Adults 18-34 and out-delivered first-run episodes of ABC’s finale of “Duets,” plus “Wipeout” and “Rookie Blue;” CBS’ “Big Brother,” NBC’s “Saving Hope” and “Rock Center With Brian Williams;” and FOX’s “Take Me Out.”

[http://i939.photobucket.com/albums/ad234/univision-nyc-mia/PJ_WilmerAlicia.png]Univision had a strong advantage over its closet competitor, CBS, on Thursday night, delivering 58% more Adult 18-34 viewers.

As the No. 2 broadcast network for the night, Univision also delivered more Adult 18-48 viewers than ABC (+24%), NBC (+169%) and FOX (+43%).

Source: The Nielsen Company, NPM, Thursday (07/19/2012) 8:00pm-11:00pm, Univision’s “Premios Juventud 2012” telecast based on NPM Fast National Ratings and English-language broadcast networks based on NPM Fast Affiliate Ratings. Reach based on NPM Fast Cume, Persons 2+, 6+ minute qualified audience (visitors included). English-language award shows based on NPM, ABC’s “American Music Awards” (11/20/2011), “Billboard Music Awards” (05/20/2012) and NBC’s “Golden Globe Awards” (01/15/2012). Live+SD.

LOCAL Highlights:

On Univision local stations, “Premios Juventud” was the No. 1 broadcast program for the night among:

- Total Viewers 2+ in Los Angeles, New York, Miami, Houston, Dallas and Phoenix
- Adults 18-49 and Adults 18-34 in Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Francisco, Phoenix and Sacramento

Additionally, “Premios Juventud” was the No. 1 broadcast program for the entire day among:

- Total Viewers 2+ in Los Angeles and Miami
- Adults 18-49 and Adults 18-34 in Los Angeles, New York, Miami, Houston, Phoenix and Sacramento

“Premios Juventud” on Univision local stations had higher viewership than the ABC, CBS, NBC and FOX stations combined in the following markets:

- In Miami among Total Viewers 2+, Adults 18-49 and Adults 18-34
- In Los Angeles, New York, Houston and Sacramento among Adults 18-34

Source: The Nielsen Company, NSI, Thursday (07/19/2012), “Premios Juventud” aired 8:00pm-11:00pm E/PT, 7:00-10:00pm Central. Live+SD.

Actress and personality Alicia Machado and Hollywood star Wilmer Valderrama, part of the lineup of stars that hosted the superhero-themed “Premios Juventud” youth awards broadcast on Univision Network on Thursday, July 19, 2012. Photo by Univision.

SOCIAL MEDIA HIGHLIGHTS:

For the first time in Univision history, fans were able to nominate and vote for their favorite best dressed celebrity via Twitter through the hashtag #MejorVestido. According to SocialGuide, “Premios Juventud” was the No. 1 most social program on Thursday, July 19 as well as the top TV Twitter account. Furthermore, #MejorVestido was the No. 1 TV hashtag and trended worldwide throughout the night on Twitter.

In addition to “Premios Juventud” being the No. 1 show with the most social activity, Univision was the No. 1 network on Thursday, July 19, according to Trendrr. Following are additional highlights for the telecast:

- “Premios Juventud” and the blue carpet special “Noche de Estrellas” (Night of Stars) generated total activity of 1,048,878
- The top five mentioned celebrities were Prince Royce (122,585), Matt Hunter (78,006), Romeo Santos (42,426), Chino y Nacho (40,748) and Wisin y Yandel (25,526)
- Among the top hashtags were #PremiosJuventud, #MejorVestido, #PJMejorVestido, #PremioJuventud and #PJ

Throughout the night, fans counted on the latest updates and exclusive content on Twitter via @PremiosJuventud<<http://twitter.com/premiosjuventud>>, @Univision<<https://twitter.com/Univision>>, @univisionmusica<<http://twitter.com/univisionmusica>> as well as through the Premios

Juventud<<http://facebook.com/PremiosJuventud%20>>, Univision<<http://facebook.com/univision>>, UnivisionMusica<<http://www.facebook.com/univisionmusica>> Facebook pages, in addition to engaging with Univision on other social platforms including Instagram, Tout and GetGlue.

INTERACTIVE HIGHLIGHTS:

This year's awards show engaged fans like no other and drove interactivity on PremiosJuventud.com<<http://www.premiosjuventud.com/>>, on the Univision App, and on Univision's dedicated Premios Juventud forum<<http://foro.univision.com/t5/Premios-Juventud/bd-p/premiosjuventud>>. Fans are continuing to interact across online and mobile for the latest and greatest from "Premios Juventud," including access to the full list of winners, full length musical performances from the broadcast, and video from the greatest moments of the night. Fans can also access what they didn't see on-air, including behind-the-scenes content, exclusive interviews, and the one and only FanCAM featuring video bloggies with "Premios Juventud" performers and nominees from rehearsal week, such Romeo Santos, Prince Royce, Juanes, Eiza Gonzalez, Espinoza Paz, Matt Hunter and more.

"Premios Juventud" coverage has already generated 5.3 million page views across online and mobile this week, and continues to grow as the biggest engagement is generated post-event with fans flocking to catch up on what they missed, access what they didn't see on-air, and join the latest discussions.

Over 600,000 votes came in leading up to "Premios Juventud," as fans voted for last night's winners on PremiosJuventud.com<<http://www.premiosjuventud.com/>>. The excitement continues as fans are still voting for their blue carpet favorites for most sexy, elegant, handsome, extravagant, plus the best hairdo and couple. More than 117,000 votes have been cast so far, and will continue through Monday, July 23, right before results are revealed on PremiosJuventud.com<<http://www.premiosjuventud.com/>> and on Univision Network's "El Gordo y la Flaca" (The Scoop and the Skinny).

Source: Online Traffic Source: Univision.com US/PR Traffic Analytics, MRC Accredited 7/16/2012 to 7/19/2012 / Mobile Traffic Source: Univision.com Mobile Analytics 7/16/2012 to 7/19/2012 / / Univision.com Intranet

Broadcast live from the BankUnited Center at the University of Miami, on Thursday, July 19 at 8 p.m. ET (7 p.m. Central), the superhero-themed "Premios Juventud" youth awards delivered an array show-stopping performances. As the only show of its kind on Spanish-language television, "Premios Juventud" included 25 singular categories that celebrate the vibrant Hispanic youth's tastes on everything from music, film and sports, to fashion, novelas, pop culture and more. This year's undisputable winner was Prince Royce with eight awards in categories including "Red Hot Artist," "Catchiest Tune," "My Favorite Video," and "My Ringtone," to name a few.

Hosted by superhero-clad lineup of stars, including novela star Ana Brenda Contreras, actress, singer and composer Eiza, regional Mexican music sensation Gerardo Ortiz, tropical fusion music duo Chino y Nacho, television actress and personality Alicia Machado and Hollywood star Wilmer Valderrama, "Premios Juventud" delivered some of the summer's most anticipated performances. The show kicked off with a show-stopping futuristic performance by Chino y Nacho, featuring British singer-songwriter

Jay Sean, with the duo descending on stage in Tron-inspired air motorcycles to present their hit “Bebé Bonita,” as the audience followed along in an unprecedented show of lights. In one of the night’s most pumped-up performances, rapper Flo Rida presented his summer hits, Whistle,” “Good Feeling” and “Wild Ones.” Prince Royce also debuted his new song “Close To You,” flying over an amped up “Premios Juventud” fan pit for an up-close-and-personal encounter that later ended with a spectacular finale set against a pyrotechnic curtain of epic proportions. Presenting his recent single “Back in Time” superstar Pitbull (Mr. Worldwide) brought down the house in an adrenaline-charged “Men in Black” themed performance.

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About Univision Communications Inc.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. Its assets include Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country reaching 96% of U.S. Hispanic households; TeleFutura Network, a general-interest Spanish-language broadcast television network reaching 88% of U.S. Hispanic households; Univision Cable Networks, including Galavisión, the country’s leading Spanish-language cable network, as well as Univision tlnovelas, a new 24-hour cable network dedicated to novelas, Univision Deportes Network, a new 24-hour cable network dedicated to sports and a suite of six cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson, Telehit and Clásico TV; Univision Studios, which produces and co-produces reality shows, dramatic series and other programming formats for the Company’s platforms; Univision Television Group, which owns and/or operates 62 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Hispanic radio group which owns and/or operates 69 radio stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico; Univision Interactive Media, a network of national and local online and mobile sites including Univision.com<<http://univision.com/>>, which continues to be the #1 most-visited Spanish-language website among U.S. online Hispanics, Univision Móvil, a longstanding industry-leader with unique, relevant mobile products and services, and Univision Partner Group, a specialized advertising and publisher network. Headquartered in New York City, UCI 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 www.univision.net<<http://www.univision.net/>>.