

TELEMUNDO MEDIA DELIVERS BEST QUARTER IN NETWORK'S HISTORY IN FIRST QUARTER 2012 DURING MONDAY- SUNDAY PRIME-- UP 10 PERCENT

Fastest Growing Broadcast Network among Total Viewers Season-to-Date, Among English and Spanish Language Broadcast Networks

Telemundo Out Delivers The CW in Primetime By +14 Percent

MIAMI – March 27, 2012 – Telemundo Media delivered its best quarter ever in the network's history, up 10 percent vs. Q1 2011 averaging 1,252,000 total viewers Monday through Sunday in primetime, according to Nielsen.

In Monday through Friday prime, with its blockbuster primetime lineup “Caso Cerrado con Ana Maria Polo,” “Una Maid en Manhattan” and its newest premiere, “Corazon Valiente,” Telemundo posted its best first quarter finish in network history among total viewers, averaging 1.4 million, and was the only Spanish-language broadcast network to register growth year to year, up +12% (1,247,000). Among adults 18-49, Telemundo delivered its best first quarter performance in Monday through Friday prime in six years, averaging 719,000 viewers in the demographic, and grew faster than any other Spanish-language broadcast network for the quarter with a +6% increase year to year.

In the first quarter of 2012, Telemundo outperformed The CW by +14% in the Monday through Friday 8-10pm primetime daypart among both total viewers (1,459,000 vs. 1,280,000) and adults 18-49 (776,000 vs. 680,000). Telemundo beat The CW from 8-10pm 68% of the time (44 out of 65 nights) among adults 18-49.

Season-to-date, Telemundo is the fastest growing English or Spanish broadcast network in primetime, up by double-digit percentages in total viewers (+19%, 1,238,000) and adults 18-49 (+12%, 649,000). In Monday through Friday prime, season-to-date, Telemundo is the only Spanish-language broadcast network reporting growth over the comparable period one year ago, reporting +22% growth among total viewers (1,376,000) and +16% growth among adults 18-49 (707,000).

Telemundo has substantial triple digit deliveries over Telefutura in the current 2011-2012 season with leads of +198% in total viewers (1,376,000 vs. 461,000) and +163% in adults 18-49 (707,000 vs. 269,000) in Monday through Friday prime and +134% (1,238,000 vs. 530,000) among total viewers and +110% in adults 18-49 (649,000 vs. 309,000) in Monday through Sunday prime.

Programming Highlights

During the first quarter, Telemundo's primetime line up averaged over one million total viewers including “La Casa de al Lado” (1,622,000), “Una Maid en Manhattan” (1,561,000), “Caso Cerrado con Ana María Polo Edición Estelar” (1,550,000), recently premiered “Corazon Valiente” (1,460,000) and “Flor Salvaje” (1,292,000).

“Caso Cerrado con Ana María Polo” is on track to mark the program's fifth consecutive month as the #1 program at 4pm on Spanish-language broadcast television among total viewers in March 2012, beating Univision's “El Gordo y la Flaca” by +4% (1,239,000 vs. 1,195,000).

Telemundo aired 11 movies in primetime in the first quarter that averaged over 1 million total viewers, including *Toy Story* (1.4 million) and *Ice Age 2: The Meltdown* (1.3 million), among others.

CONCACAF Pre-Olympic Qualifying Games

On the road to Olympics, this Sunday's March 25 qualifying game, which aired in primetime and featured Mexico vs. Honduras, delivered the best results to-date of the pre-Olympic games with 1,352,000 total viewers and 823,000 adults 18-49. Locally, the game was #1 across all stations in the market regardless of language in Los Angeles and #1 across all Spanish-language stations in Dallas. Among men 18-49, the game was #1 across all stations regardless of language in Los Angeles and Houston, while it was #1 across all Spanish-language stations in Chicago and San Francisco.

On Friday, March 23, the Mexico vs. Trinidad & Tobago pre-Olympic qualifying game averaged 1,036,000 total viewers and 655,000 adults 18-49. Locally, the Mexico vs. Trinidad & Tobago qualifying game tied for #1 across all stations in the market regardless of language among adults 18-49 in Dallas. Among men 18-49, the game was #1 across all stations regardless of language in Los Angeles and Dallas and was #1 among Spanish-language stations in New York, Houston and Chicago.

Local Highlights

WNJU in New York delivered its best first quarter weekday primetime delivery in the last four years and had year to year growth for the first quarter among total viewers and adults 18-49 for the fourth consecutive year. The station ranked #1 in primetime among adults 25-54 across all Spanish-language stations in the market. WNJU was #1 across all stations regardless of language among adults 18-49 in early fringe and up +119% in daytime, tying with Univision for #1 among all Spanish-language stations in the time period.

In Miami, WSCV delivered the best first quarter weekday primetime delivery among total viewers and adults 18-49 since the market went LPM in 2008. The station also out delivered all English-language broadcast stations in the Monday through Friday 7-11pm time period among adults 18-49. WSCV's "Noticiero 51" ranked #1 across all stations regardless of language among adults 18-49. WSCV delivered strong year to year growth across dayparts among adults 18-49, in weekday early fringe, ranking #1 across all stations regardless of language, and in Monday through Friday daytime, ranking #1 across all Spanish-language stations.

In Chicago, WSNS delivered the best first quarter weekday primetime delivery in over five years among total viewers and adults 18-49.

Source: The Nielsen Company, NPM, Live+SD, 1Q'12 (12/26/11-3/25/12) vs. 1Q'11 (12/27/10-3/27/11); 2011-12 s-t-d (9/19/11-3/25/12) vs. 2010-11 s-t-d (9/20/10-3/27/11). Fastest growing comparison regardless of language based on percent change in P2+ (000) and A18-49 (000) using Mon-Sun 7-11pm for Spanish-language broadcast nets and Mon-Sat 8-11pm & Sun 7-11pm for English-language broadcast nets, strict daypart. TEL vs. CW based on Mon-Fri 8-10pm, strict daypart. Caso Cerrado 4pm based on 2/27/12-3/16/11. CONCACAF Pre-Olympic qualifying game on 3/23/12 based on fast national program ratings. Nielsen NSI Live +SD. 1st quarter 2012: 12-26/11-3/28/12 vs. 2011: 12/27/10-3/27/11. Nielsen NSI Live +SD. Ranking based on the time period. Friday 3/23/12 - Mexico vs. Trinidad: ETZ/1130P-145AM, CTZ/1030-1245AM and PTZ/830-1045PM. Sunday 3/25/12 - Mexico vs. Honduras: ETZ/7-915PM, CTZ/6-815PM and PTZ/4-615PM.