

mun2 FINISHES APRIL AS #1 HISPANIC CABLE NETWORK FOR YOUNG LATINO AMERICANS 18-34

NETWORK IS FASTEST GROWING HISPANIC CABLE NETWORK ACROSS KEY DEMOS, UP 63% IN PRIME WITH ADULTS 18-49

LOS ANGELES – May 1, 2012 – mun2, the leading bicultural cable network, continued its record breaking deliveries in 2012, finishing April as the #1 Hispanic cable network for YLAs (Young Latino Americans, 18-34) in Monday-Sunday, 8-11p.m. and as the fastest growing Hispanic cable network across key demos in prime time Monday-Sunday, 7-11p.m., according to Nielsen. The network out-delivered Hispanic cable networks Galavision, Discovery en Español, ESPN Deportes, Fox Deportes, Discovery Familia, Gol TV and MTV Tr3s among YLA. The network also had double-digit audience growth in Monday-Sunday 7-11p.m. prime time with 114,000 persons up +61%, 70,000 adults 18-49 up +63%, and 43,000 YLA up +59%. For April, mun2 was the only Hispanic cable network to experience month-to-month growth with adults 18-49.

The network's April growth was fueled by the continuing success of the record-breaking *La Reina del Sur* ("Queen of the South"), which airs with English language subtitles; *I Love Jenni*, mun2's #1 original reality series starring Latin music superstar Jenni Rivera; and the 2012 *CONCACAF Men's Olympic Soccer Qualifier* semi-final which delivered nearly a half a million viewers.

Continuing its outstanding monthly growth, mun2 saw double-digit increases among key dayparts with total day growing to 60,000 total persons, an increase of +30%, 37,000 adults 18-49 for an increase of +32%, and 24,000 YLA for an increase of +20%. The network's "You're On Weekend" original programming time block (Saturday-Sunday, 12-7p.m.) had 70,000 total persons for an increase of +37%, 39,000 adults 18-49 for an increase of +30%, and 23,000 YLA for an increase of +10%. In Monday through Friday early fringe, the network delivered 40,000 total persons for an increase of +25%, 22,000 adults 18-49 for an increase of +16%, and 16,000 YLA for an increase of +14%.

Season to-date, mun2 has increased its average in prime (Monday-Sunday, 7-11p.m.), with 90,000 total persons for a +14% increase, 53,000 adults 18-49 for a +13% increase, and 35,000 YLA for a +13% increase over last season.

Program Highlights for April 2012:

On March 31 the network was the #1 Hispanic cable network across all demos with the *CONCACAF Men's Olympic Qualifying 2012 Semi-Final* match featuring El Salvador vs. Honduras. The match made mun2 the third most watched cable network in prime time among

Hispanic adults 18-49, regardless of language, and became mun2's most-watched program in its history with 481,000 total persons, 311,000 adults 18-49 and 134,000 YLA.

Reina del Sur (Monday-Thursday, 10p.m.) continued to be the most watched series in its 10 p.m. time period for Hispanic adults 18-49 in all of Hispanic cable, and #3 among Hispanic adults 18-49 in all of cable regardless of language. *Reina* delivered an average of 163,000 total persons, 111,000 adults 18-49, and 71,000 YLA, an increase of +16% among YLA compared to the prior month (vs. 61,000).

I Love Jenni (Sunday 9p.m.) finished the month as the #1 most watched program in Hispanic language cable on Sunday night with 39,000 YLAs, 92,000 total persons and 56,000 adults 18-49.

Reventon con Yarel (Sunday, 12-1p.m.), the leading Regional Mexican music & lifestyle show, had an average delivery of 64,000 total persons, 37,000 adults 18-49, and 26,000 YLA, with +44% growth for YLA vs. last month.

mun2.tv

For the month of April, mun2's award-winning digital property - mun2.tv - saw double-digit, month-to-month and year-over-year video stream growth. mun2.tv specializes in made-for-web video content. It had 486,000 video streams on the mun2.tv video player in April, a +21% month to month and +30% year over year growth. For its YouTube channel – www.youtube.com/user/mun2tv – over 1.1 million video views were generated in the month. Additionally, mun2.tv provides a vibrant community hub for the networks audience and has generated over 215,000 followers on Facebook, being the leading U.S. Hispanic cable network on the platform.

Source: NTI and NTI-H L+SD IMP. April 2012 (3/26/12-4/29/12) vs April 2011 (3/28/11-4/24/11) and March 2012 (2/27/12-3/25/12). Season to Date (9/19/11-4/29/12). Ranks vs competitors based on Strict Daypart. Digital: Omniture, Brightcove, YouTube Analytics, Facebook.