

UNIVISION TO FINISH 2011-2012 BROADCAST SEASON WITH MORE No.1 NIGHTS THAN EVER BEFORE

Leads Industry with 94% Live Viewing, 68% Unduplicated Audience and Median Age of 36 vs. Competitors' Combined Average of 50-plus

Among Adults 18-34, Univision has more No.1 Nights than NBC, CBS or ABC, and for Fifth Consecutive Season is No. 1 on Fridays

MIAMI, FL – MAY 23, 2011 – Univision Communications, the leading media company serving Hispanic America, today announced that its flagship Univision Network will finish the 2011/2012 broadcast season with more No.1 nights than ever before among Adults 18-49 and Adults 18-34. Powered by a young, live and unduplicated audience – as well as 47 of the season's top 50 entertainment programs among bilingual Hispanics ages 18-49 – Univision continues to be the fifth-largest network in primetime among Total Viewers 2+, Adults 18-49 and Adults 18-34, regardless of language.

Univision out-performed at least one or more English-language broadcasters – ABC, CBS, FOX or NBC – on nearly every night throughout the 2011/12 season, among Adults 18-34 (225 out of 245 nights) and on two out of every three nights among Adults 18-49 (160 of 245 nights). This includes out-performing NBC on more nights versus last season among both Adults 18-34 (191 vs. 162) and Adults 18-49 (128 vs. 105).

“Young viewers continue to look to Univision's novelas, reality series, sports, news and special events as some of the most exciting and entertaining programming that can't be found anywhere else on television,” said Cesar Conde, president of Univision Networks. “Each broadcast season – and year-round – we continue to show how much our audience values the culturally relevant content that we offer, and Univision has now established itself as a top four broadcast network or better nearly every single night.”

Univision will finish the 2011/12 broadcast season once again showing its strength among Adults 18-34, having more No.1 nights than any network except FOX during primetime. In fact Univision had more No.1 nights in this demographic than NBC, CBS or ABC, and was the No.1 network on Fridays among Adults 18-34 and Persons 12-34 during broadcast primetime (8-11 p.m.) for the fifth consecutive season. Among Adults 18-49, Univision was the No.3 network on Friday night, ahead of ABC, NBC and CW.

Outside of primetime, Univision with its national evening network news program, “Noticiero Univision,” is showing audience increases among Adults 18-49 and Adults 25-54 while the evening newscasts on ABC, CBS and NBC are either down or individually flat. In fact, the combined average for “ABC World News Tonight,” “CBS Evening News” and “NBC Nightly News” are down 8% and 7% among Adults 18-49 and Adults 25-54, respectively, while “Noticiero Univision” is showing 5% growth, season-to-season. And among young Adults 18-34, Univision's news audience is 10% higher than “CBS Evening News.”

Additional Univision Network 2011/2012 Broadcast Season Highlights:

- The network is set to finish the season with an average audience of 3.6 million Total Viewers 2+, 1.9 million Adults 18-49, 1.1 million Adults 18-34 and 1.2 million Persons 12-34 during broadcast primetime.
- Univision has more No.1 nights in the 2011/2012 broadcast season versus comparable period last year during broadcast prime among Adults 18-34 (48 nights vs. 43 nights) and Adults 18-49 (19 nights vs. 16 nights).
- **Live:** 94% of Univision's primetime programming viewed live during the season – commercial messages are not fast forwarded and therefore have more impact.
- **Young:** Univision and TeleFutura are the youngest broadcast networks, regardless of language, both with an estimated primetime median age of 36. This is an entire generation younger than ABC, CBS, FOX and NBC, which have a combined median age of 50+.
- **Bilingual:** According to Nielsen, 47 out of the top 50 most-popular entertainment programs on television among Bilingual Hispanic Adults 18-49 this season have been on Univision.
- **Unduplicated:** 68% of Univision's primetime Adult 18-49 audience is unduplicated – viewers that are not watching any of the top-rated English-language Networks, broadcast or cable.
- The 2011/2012 broadcast season marks the sixth consecutive season that Univision outperformed the CW during broadcast prime among Total Viewers 2+, Adults 18-49 and Adults 18-34.
- Univision's primetime novelas frequently ranks among the top-rated programs during prime. In fact, Univision's primetime novelas ranked among the Top 10 programs on more than half the nights during the 2011/2012 broadcast season among key Adults 18-49.
- The finale of the popular novela "La Fuerza Del Destino" starring David Zepeda and Sandra Echeverria, was the #1 program on broadcast or cable among Adults 18-49, Adults 18-34 and Persons 12-34 on December 26, 2011, making Univision the top broadcast network for the night across those key demos.
- The second season of "Mira Quien Baila" (Look Who's Dancing) was the highest-rated Univision-produced reality show in the network's history among Total Viewers 2+.
- Univision's 24th Annual "Premio Lo Nuestro®" music awards show on February 16, 2012 reached 9.9 million Total Viewers 2+ and attracted more Hispanic Adults 18-49, Adults 18-34, Persons 12-34 and Total Viewers 2+ than the combined audience of the latest editions of the "American Music Awards," "Golden Globe® Awards" and "The Emmys®."

- Univision’s 12th Annual “Latin GRAMMY®” awards on November 10, 2011 reached 10.4 million Total Viewers 2+ and made Univision the #1 network among all Adults 18-34 and Persons 12-34 for the second consecutive “Latin GRAMMY” night. Additionally, the “Latin GRAMMY®” awards averaged more Hispanic Adults 18-49, Adults 18-34, Persons 12-34 and Total Viewers 2+ than the combined audience of the latest editions of the “American Music Awards,” “Golden Globe® Awards” and “The Emmys®.”

National Network Evening News Highlights:

- Univision’s evening newscast “Noticiero Univision” is delivering an average audience of 1.9 million Total Viewers 2+, 876,000 Adults 18-49 and 885,000 Adults 25-54 in the 2011/2012 broadcast season.
- Out-performing “CBS Evening News” among the younger viewers aged 18 to 34 with a strong audience advantage of +10% (389,000 vs. 355,000).
- Attracting a much younger, more engaged and highly unduplicated audience than its English-Language broadcast evening news counterparts:
 - ✓ A Generation Younger: 44 years old vs. 63 years old.
 - ✓ Tune-In Longer (Adults 18-49); Noticiero Univision (16 minutes), ABC World News Tonight (15 minutes), CBS Evening News (13 minutes) and NBC Nightly News (15 minutes).
 - ✓ 78% of Noticiero Univision’s Adult 18-49 audience does not watch any of the evening news programming on English-Language broadcast television.

Source: The Nielsen Company. NPM (09/19/2011-05/20/2012) vs. (09/20/2010-05/22/2011), Most Current, Mon-Sat 8pm-11pm & Sun 7pm-11pm, Friday night based on 8pm-11pm. #1 Nights based on broadcast networks only, Live+SD. % Live data based on Adults 18-49. Network Evening news data based on Mon-Fri 6:30pm-7:00pm (excludes breakouts). Length of Viewing based on the week of (03/12/2012-03/18/2012). Unduplicated audience for evening newscasts based on (09/19/2011-05/13/2012) and for primetime based on the week of (02/13/2012-02/19/2012) showing the percent of viewers that did not watch any of the top 10 English-language networks; 6+ minute qualified audience. Bilingual Hispanic programming ranker based on NPM-H (09/19/2011-05/13/2012, Most Current), excludes sports airings; Bilingual defined as Mostly Spanish, Mostly English and Spanish/English Equally, language spoken by person. English-language award show airings: The American Music Awards (11/20/2011), Golden Globes (01/15/2012) and The Emmy Awards (09/18/2011). Reach based on Persons 2+, 6+ minute qualified audience.