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UNIVISION PRESENTS MULTIPLATFORM PORTFOLIO OFFERING "ONE FOR ALL" SOLUTIONS TO MARKETERS AT 2013 UPFRONT

Announces Lineup of In-Culture Programming Across Broadcast, Cable and Digital Properties, Including More than 30 Shows such as Dramatic Series "La Selección" and "Metastasis," Breakthrough Telenovelas "La Tempestad" and "Mentir para Vivir," and More Sports Than Ever Before

Unprecedented Integrated Marketing Opportunities for Advertisers to Connect Anywhere, Any Time, with the Most-Coveted Consumer Group in the Country to Deliver More for Clients and Partners

NEW YORK – **MAY 14, 2013** – <u>Univision Communications Inc.</u>, the leading media company serving Hispanic America, is today unveiling its 2013-14 programming lineup at its annual Upfront presentation in New York, with more than 30 new shows and an emphasis on *more* targeted, multimedia programming, offering *more* product integration opportunities than ever before and *more* engagement with this coveted consumer. With an unmatched collection of 12 broadcast and cable television networks, local television and radio stations, online and social media platforms – and its unparalleled brand equity and deep relationship with Hispanic Americans – Univision Communications is the *one* Company for reaching *all* Latinos, across *all* consumer segments, and on *all* platforms.

In the past 24 months, <u>Univision</u> has expanded from what was once a niche broadcast network to a multimedia, multiplatform powerhouse. This includes two broadcast networks showing season-to-season growth while the English-language networks are in decline; three new cable networks, including Univision Deportes Network (sports), Univision throvelas (telenovelas) and ForoTV (news); <u>UVideos</u> - the first bilingual digital video network with the most comprehensive social experience available in any language; a joint venture with ABC to launch an English-language news and lifestyle cable network called <u>Fusion</u>; the <u>Uforia</u> music service; and a slate of original digital content - including <u>Flama</u>, a new digital destination with original video content for Hispanic millennials.

Randy Falco, president and CEO of Univision Communications Inc, commented: "There is no denying that the Hispanic community will drive future media consumption in the U.S. and that multiplatform

engagement is the new face of the media landscape – there is also no doubt that Univision has an unmatched position at the intersection of those two growth opportunities: Hispanic and digital. We have a leading, unbeatable formula of exclusive content, high brand affinity, and unparalleled distribution across every platform, making Univision the one and only gateway to Hispanic America not just for advertisers, but also for any company looking to connect with this fast growing demographic. Our advantage is Spanish-language content, but we are constantly exploring all of the ways we can be the ultimate resource for all Hispanics' tastes and preferences regardless of language or platform."

Key highlights of today's Upfront presentation include:

- New Blockbuster Telenovelas on the Univision Network Univision will unveil two new epic telenovela productions, including "La Tempestad" (The Storm) which is one of the largest and most ambitious shows ever produced by Televisa, starring Latin heartthrob and crossover star William Levy and former Miss Universe Ximena Navarrete. "La Tempestad" will bring the meaning of multiplatform to a new level, with parallel television, digital and social media storylines driving audiences to multiple places to uncover all of the sultry details. "Mentir para Vivir" (Lie So You Can Live), starring leading man David Zepeda and beloved actress Mayrín Villanueva, is an action-packed drama that will keep viewers on the edge of their seats. Delivering unique multiplatform experiences, fans will be glued to the television as well as their second and third screens, as David Zepeda guides audiences through the storyline with clues and behind the scenes content via UVideos and social media platforms that will drive engagement and buzz.
- Spotlight On UniMás Univision's second broadcast network, rebranded <u>UniMás</u> earlier this year, has carved a new niche in the Univision portfolio and has quickly become the new home for young Hispanics, with all of the edgy and sports-focused content this demographic craves. Aimed at a new generation of Latinos looking for something more than the status quo, UniMás is feeding the hunger of the Hispanic male 18-34 population which has grown 26 percent in the last decade, far outpacing non-Hispanic males aged 18-34 which only grew 3 percent. This year's Upfront presentation includes more content than ever for UniMás, including "La Viuda Negra" (The Black Widow), based on the dramatic true-life story of one of the biggest drug lords in Miami in the 1970s and 1980s; a new soccer-themed series called "La Selección" (The Team); "Gossip Girl Acapulco" based on the scandalous lives of Acapulco's elite; and "Metastasis," based on the critically acclaimed American series "Breaking Bad."
- Ramped-Up Sports Programming With U.S. Hispanics' passion for sports stronger than ever, Univision Deportes is ramping up efforts to acquire rights to more teams and sports properties, and will air more live soccer for the 2013-14 season than any other sportscaster, regardless of language. With the addition of the recently launched Univision Deportes Network which reached the 23 million subscriber milestone faster than any other Spanish-language sports network and the Company's extensive digital sports platforms, Univision Deportes has more real estate than ever before to meet the needs of Hispanic sports fans. This summer Univision Deportes will solidify its place as the home of sports for Hispanics, with more rights to Liga MX matches than any other media company in the U.S. including "the crown jewel" of Mexican soccer America, Chivas, Cruz Azul and Pumas the league's most popular teams. Univision Deportes will also havededicated coverage of marquee international tournaments including the

FIFA Confederations Cup, the CONCACAF Gold Cup, and the FIFA U-20 World Cup, as well as highly-anticipated World Cup Qualifiers and friendly matches featuring the U.S. National Team, the Mexican National Team and much more. And next summer will be no different, with the exclusive U.S. Spanish-language rights to the biggest event on the planet: the 2014 FIFA World Cup. In addition, for the first time ever, Univision Deportes has secured a long term agreement for the Formula One World Championship with qualifying races broadcast on Univision Deportes Network, and races on both on UniMás and Univision Deportes Network.

• Increased Opportunities in Cable—Today, Univision Cable Networks includes 10 networks, increasing the opportunities for partners to engage with Hispanic Americans with content focused on sports, music, telenovelas and news. Galavisión, Univision Deportes Network, Univision tlnovelas, ForoTV, De Película, De Película Clásico, Bandamax, Ritmoson, Telehit and Distrito Comedia, offer advertisers more ways than ever to connect with Hispanic consumers in content that speaks to their passions.

"Advertisers can no longer ignore the fact that viewing of the four English-language networks is eroding – down 11 percent season-to-date – whereas Univision's audience is up and is being fueled by the most significant population trend in the country," said Cesar Conde, president of the Univision Networks. "For more than a half-century, our focus on being 100 percent dedicated to Hispanic audiences has remained the same, and this unwavering focus continues to be the reason why we, together with our partners, can create premium culturally-relevant content that connects and engages with our audience better than anyone else. This is especially true of our expanded partnership with Televisa, which has created more opportunities for collaboration on content and product integration for our advertisers. Our new lineup is better and more expansive than ever before and the fact that we are offering every single minute of our programming on our cutting-edge UVideos platform, speaks to the fact that when we say we are making ourselves available to our young audience anywhere they are, at any time they want, we mean it."

Keith Turner, president of Advertising Sales for Univision Communications Inc., said: "It's simple: engaging with the Hispanic consumer is the key to advertisers' long-term growth strategies, and no media company is better equipped than Univision to make that happen. The power of our portfolio of leading media assets across traditional and non-traditional platforms can provide marketers with a ubiquitous connection to the one consumer group that is going to move the needle for their brands today and into the future. Our world-class content, innovative distribution partnerships and all-encompassing digital platforms make Univision a 'one-stop shop' for marketers — and our February sweeps victory only gives them one more reason to actively shift their spend from English to Spanish."

Ratings Highlights

The Univision Network reached a milestone by becoming the No. 4 network in the February sweeps by drawing a larger primetime audience than NBC among Adults 18-49 and Adults 18-34. Additionally, Univision has continued to out-deliver one or more of the English-language broadcast networks – ABC, CBS, NBC and FOX – in primetime on virtually every night (92 percent of the time) among Adults 18-34 and on 82 percent of nights among Adults 18-49 during the first quarter of 2013. Even with increased competition, Univision's top three networks – Univision, UniMás and Galavisión – together have an unrivaled position among Hispanic Adults 18-49 in primetime. Furthermore, Univision's broadcast and

cable networks, local television and radio stations, and growing range of interactive media options, continue to deliver strong engagement and growth in key markets and demographics.

Photographs of new programs and pictures of the Upfront event and stars are available for download at: ftp.univision.net.

Username: press Password: univision

2013/2014 PROGRAMMING LINEUP

UNIVISION NETWORK

Telenovelas

With nail biting story lines and featuring the most beloved stars and acclaimed directors and producers within in the Hispanic community, Univision telenovelas guarantee to enthrall audiences once again.

"La Tempestad" (The Storm)— This riveting telenovela follows the story of Marina, whose revelations of her vengeful former boss' indiscretions force her to find work in a small fishing village. There she meets Damián, the owner of the fishing boat La Tempestad and they fall in love. But dark clouds quickly gather as jealous and ambitious rivals emerge bent on destroying any hopes they may have had for happiness. Will Damián and Marina be able to weather the storm and find calm waters once again? This telenovela features today's hottest heartthrob and cross-over sensation William Levy and former Miss Universe Ximena Navarrete, and is produced by Salvador Mejia ("Triunfo del Amor" and "Que Bonito Amor"). (Monday - Friday, Primetime - Televisa)

"Mentir para Vivir" (Lie So You Can Live) – A single moment in time can change everything forever. That is the premise of this intricate tale which takes off when Oriana finds out her husband in engaged in illegal activities. When an unexpected murder takes place, Oriana flees to a small Mexican resort hotel and takes on a false identity in order to protect her daughter. Through her journey to untangle the lies and plots that have tied her life into knots, she discovers what she's really made of. Produced by Rosy Ocampo ("Por Ella Soy Eva" and "La Fuerza del Destino") and written by Maria Zarattini author of "Amor Real" and "Sortilegio," this telenovela stars Mayrín Villanueva, David Zepeda, Diego Olivera and Altair Jarabo. (Monday- Friday, Primetime - Televisa)

"Libre Para Amarte" (Free to Love) – Life's journey hasn't been an easy one for Aurora. Not only is she solely responsible for the caring of her niece, but she is also the financial backbone of her entire family, including her boyfriend. She takes over Los Cocodrilos (The Crocodiles), a famous taxi stand in Mexico City, after her father is forced to retire. Her life, however, spins out of control when the man of her dreams gets into her taxi cab one day. But timing is everything in life, and theirs isn't ideal. As their plot thickens, four additional story lines featuring the hysterical lives of the taxi drivers Aurora works with unfold, and viewers are treated to cameo appearances by some of Latin America's biggest celebrities playing passengers in the taxis. The telenovela stars Gloria Trevi, known as the "Supreme Diva of Mexican Pop," making her telenovela debut, as well as Gabriel Soto ("Un Refugio Para el Amor") and Eduardo Santamarina ("Velo de Novia" and "Rubi"). (Monday - Friday, Primetime - Televisa)

"La Mujer del Vendaval" (The Woman from Vendaval) – This is the story of Marcela, a young woman who is about to receive a large inheritance on the condition that she marry. She meets a worthy suitor named Alessandro, a wealthy heir in his own right. A valuable piece of jewelry goes missing and triggers this who-done-it telenovela. Featuring Ariadne Díaz ("Mañana es Para Siempre") and José Ron "La Que No Podía Amar"), produced by Mapat L. de Zatarain. (Monday - Friday, Primetime - Televisa)

Comedies

"The Odd Couple." When Gael, a womanizing boss, gets a divorce, his perpetually late but loyal employee Carlos, takes him into his home. The one catch, he still lives with his "mami" and sister. "Durmiendo con mi Jefe" features veteran comedian and producer Jorge Ortiz de Pinedo and "Hoy" co-host Raul Araiza. (Primetime - Televisa)

"Todo Incluido" (All-Inclusive) – While exploiting the comedic situations bound to take place in a busy boutique hotel in Mexico, this sitcom showcases the incredibly popular alter egos of comedian Adrian Uribe. The funnyman's well-known and beloved characters play several of the hospitality staff members and guests. The sitcom also features other popular Mexican comedians, sports figures, actors, and singers who make cameos each week. (Primetime - Televisa)

"Casate Conmigo" (Marry Me) – This comedy series features Valeria Mejia, a woman who flees the altar for the third time. With the help of her three friends, Valeria ponders the question many in her generation ask: 'Why marry?' "Casate Conmigo" features a stellar cast that includes Galilea Montijo, Arath de la Torre, Paul Stanley and Jorge Poza, among others. (Primetime - Televisa)

Reality Shows

"Va Por Ti" – In search of the next music superstar, twelve of the biggest names in Latin music will join amateur singers as they compete to help them win the opportunity of a lifetime – the chance to make it on Hispanic America's biggest platform: Univision Communications. The Latin superstars will give it all to have their partners become the newest Latin music star and secure a multiplatform deal with Univision and millions of dollars in prizes. Co-produced by Televisa and Univision, this new reality franchise will leverage digital and social platforms to further drive engagement and will provide multiplatform content opportunities. (Sunday, Primetime - Univision and Televisa)

"¡Mira Quién Baila! 4" (Look Who's Dancing! 4) — The hit reality dance competition returns bigger than ever in its fourth season. This competition pairs a group of Hispanic celebrities with dancers showcasing their moves to a variety of rhythms. Every week, contestants rotate partners and compete in front of a live studio audience, while an expert panel of judges selects the top dancers. (Sunday, Primetime - Univision Studios and Endemol)

"Nuestra Belleza Latina 8" (Our Latin Beauty 8) — One of the highest rated reality shows on Spanish-language television returns more beautiful than ever in its eighth season. "Nuestra Belleza Latina" features the perfect mixture of reality drama, talent contest and beauty pageant all rolled into one, with the ultimate pay off — viewers vote to decide who stays and who goes. Hosted by Giselle Blondet, viewers enjoy every intimate detail of this exciting reality competition, starting with episodes featuring the cross-country auditions for the next Latin beauty and the grueling process contestants are put through to be selected as the finalists. Renowned beauty coach Osmel Sousa, Mexico's former Miss

Universe Lupita Jones and telenovela heartthrob Julian Gil return as the panel of judges who, along with viewer participation, determine the winner. (Sunday, Primetime - Univision Studios)

"Parodiando 3" (Parody 3) – A sidesplitting comedy show featuring contestants competing as the top celebrity impersonator, "Parodiando" returns with non-stop laughs and a cast of superstar mentors offering advice and guiding contestants through various challenges. Héctor Sandarti hosts and presents the program's contestants as they deliver hilarious skits and amusing performances, imitating entertainment's all-time favorite celebrities. With two teams of imitators battling it out, the one left standing will get the last laugh. (Sunday, Primetime - Televisa)

News

Ten documentary films in partnership with Participant Media — Through an innovative and groundbreaking joint venture, Univision News and Participant Media (producers of "Lincoln," "The Help" and "An Inconvenient Truth") have come together to produce and market a series of 10 compelling documentaries drawn from the headlines, and produced in both Spanish and English for television, online and mobile distribution.

UNIMÁS NETWORK

Developed especially for Hispanic millennials, UniMás brings a surprising and fresh perspective to Spanish-language television. With content geared to a younger bicultural audience, it complements the programming found on the Univision Network.

Dramatic Series

"Metastasis" – Based on the critically acclaimed American series "Breaking Bad," "Metastasis" is the story of a struggling high school chemistry teacher who is diagnosed with inoperable lung cancer. He turns to a life of crime, producing and selling meth with a former student with the goal of securing his family's financial future before he passes away. (Primetime - Sony)

"La Selección" (The Team) – With the upcoming 20th anniversary of Colombia's legendary 1994 World Cup team and their 5-0 victory over rival Argentina – one of the most inspiring stories in all of soccer history – UniMás presents the Caracol production of "La Selección." Told for the very first time, it is based on the true stories of the four principle stars of the team, El Pibe Valderrama, Freddy Rincón, René Higuita and Faustino Asprilla. The series follows their rise from the humble dirt soccer fields of their childhood, to the grandeur of international stardom and national pride – all set against the turbulent backdrop of Colombia's civil and drug wars of the time. Their stories demonstrate the capacity of dedicated human beings to overcome adversities and obstacles to realize their most cherished dreams – both on and off the soccer field. (Primetime - Caracol)

"La Viuda Negra" (The Back Widow) – Ripped straight from the headlines, "La Viuda Negra" is based on the true story of Griselda Blanco, "the Cocaine Godmother," who virtually ruled the Miami drug trade in the 1970s and early 1980s. Born an illegitimate child in a bordello in Colombia, she grew up on the backstreets and learned how to use her charms and wits to start a life of crime that eventually took her to Miami. There she became the undisputed queen of the illegal drug trade with Colombia. Married four times, she killed each of her unfortunate husbands, thus earning the name "The Black Widow." "La

Viuda Negra" is a fascinating look into the dark world of a woman whose story is sure to capture viewers in her web of lies and deceit. (Primetime - RTI)

"Gossip Girl Acapulco" – Based on the successful American series, "Gossip Girl Acapulco" is a faithful look into the privileged and often turbulent lives of an elite group of beautiful young people, but this time in the hot tropical world of the famous Mexican resort town. In an added twist, it will mark the very first time that a dramatic series airs simultaneously in the U.S. by Univision and in Mexico by Televisa, which means unprecedented digital and integrated marketing opportunities, especially for a series in which social media plays such an important role. (Primetime - El Mall)

"La Madame" – This tantalizing new series is based on a book... a little black book, to be exact. One owned by "La Madame," who runs a network of beautiful women and established models who offer their services to prominent men. This is a book full of some very interesting stories that will finally be told each night by... "La Madame." Starring former Miss Universe Alicia Machado. (Primetime - RTI)

"Cloroformo" – This is a gritty, no-holds-barred story of five boxers who train at a gym in Mexico City, their manager, and a promoter who has seen the former glory of the sport deteriorate to its present, unseemly state. It's a place that serves as a focal point to look into each of their lives, dreams, fears, victories, and defeats, both in and out of the ring. It's an unvarnished look into their passionate, addictive world in which there's much more at stake than just winning a fight. A place where social standing is irrelevant and, at the end of the day, every punch hurts everyone just the same. Starring Osvaldo Benevides, Tenoch Huerta, Gustavo Sánchez Parra, Alex Perea and Zuria Vega, "Cloroformo" also features special guest appearances by Mike Tyson, Sugar Ray Leonard and Julio César Chávez. (Primetime - Televisa)

"Diablo Guardián" (Guardian Devil) – This is a story of innocence lost, dangerous addictions and dreams that become nightmares. The series features a 15-year-old girl, who is always at odds with her parents and wants no part of their plans for her in Mexico. She steals more than \$100,000 and crosses the Mexican border into the U.S. She settles in New York City to fulfill her dream of living 'the good life' in the Big Apple. But money has a way of running out and she finds out the hard way that survival for a young, unskilled, immigrant girl comes at a price. "Diablo Guardián" is based on the best-selling novel and adapted by Gustavo Bolivar, writer of "El Capo" and "Sin Senos No Hay Paraiso." (Primetime - RTI)

"Los Héroes del Norte 3" (Heroes of the North 3) – This comedic adventure returns narrating the fun of five characters who meet under the worst of circumstances and form a band in their search for stardom within the world of norteño music. Despite adversity Zacarías, interpreted by renowned Mexican actor Miguel Rodarte, and his pals El Faquir, Don Apolinar, El Botarga and El Menonita, find the key to success within the challenging world of grupero Mexican regional music, showing their fans, and the world, that even the most common of men can become heroes. (Primetime – Televisa)

GALAVISIÓN NETWORK

The Spanish-language cable destination connecting U.S. Hispanics of Mexican decent to their culture and roots.

<u>Series</u>

"#Hoy Soy Nadie" (#Today I'm Nobody) - This contemporary series couldn't be more topical as it is set in both the real world and the often murky and deceitful world of cyberspace. Mateo Blanco is a skilled programming designer who works at a well-known newspaper, and whose fate is turned upside down. Having committed a small fraud to his company, the owner sends Mateo on a strange mission in exchange for his freedom: he must collect blood samples from 15 young men and women from a list – without them or anyone suspecting it – in order to determine their possible identities as a missing heir. Now Mateo will have to rely on social media and his skills to find everyone on the list, adopting a different persona for each to infiltrate their lives, while keeping his task carefully hidden from his family and friends. (Primetime - Televisa)

"Místico e Inexplicable" (Mystical and Unexplainable) – "Místico e Inexplicable" is an original series hosted by Victoria Moreno that explores the paranormal. From UFOs, paranormal encounters and crop circles, to the Mayan calendar and stigmata, this show offers viewers a window into the mystic world. The docu-reality series is made in cooperation with famous Mexican paranormal scholar Jaime Maussan. (Weekend - Galavisión)

"México" – A series of hour-long documentaries dedicated to the experience of Mexico through its history, culture, sports and people. These documentaries have salvaged an archive of memories, as well as the country's present and past. Featured shows include 'La Vida de Chespirito' (The Life of Chespirito), 'Sara Garcia,' 'Tianguis and Mercados,' 'La Televisión Mexicana' (Mexican Television), 'Cómicos Mexicanos' (Mexican Comedians), 'Detrás de la Cocina Mexicana' (Behind the Mexican Kitchen) as well as unforgettable sports stories. These are just some of the topics of this true video library of Mexico to be inherited by future generations. (Weekend - Galavisión)

UNIVISION DEPORTES

Univision Deportes offers an integrated 360-degree sports experience through broadcast and cable, radio, online, mobile and social media platforms, effectively bringing Hispanics closer to the live sports, news and information they crave.

90 Días de Delirio (90 Days of Madness) – Univision Deportes brings an action-packed summer with the most exciting soccer matches and tournaments from around the globe. The extensive coverage of the world's most popular sport includes the exciting end to the Liga MX Liguilla season, the FIFA Confederations Cup live from Brazil, the CONCACAF Gold Cup, the FIFA U-20 World Cup live from Turkey, as well as highly-anticipated matches featuring the U.S. National Team, the Mexican National Team, the German National Team, plus MLS matches including the 2013 MLS All-Star Game. The unprecedented summer of sports will feature more than 100 games and 3,000 hours of live soccer over a period of 90 days. In addition to soccer, Univision Deportes will continue its live coverage of Formula One racing, broadcasting qualifying races on Univision Deportes Network, and races on both UniMás and Univision Deportes Network.

Source: The Nielsen Company, NPM STD (09/24/2012-04/07/2013 vs. 09/19/2011-04/05/2012), M-Sat 8p-11p, Sun 7p-11p, C3, excludes all sports programming. Based on National Commercial Statistics (includes Direct Response, excludes PSAs and Promos). Live+7 data for 1Q 2013 (12/31/2012-03/31/2013), February sweep (01/31/2013-02/27/2013), M-Sat 8p-11p, Su 7p-11p and 63% Univision Networks' share (UNI, UMA, GALA vs. all Spanish-language networks). Demo: A18-49. (1) U.S. Census Bureau 2000-2010 Census.

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 Spanishlanguage broadcast television network in the country reaching 96% of U.S. Hispanic households; UniMás, a leading Spanish-language broadcast television network reaching 89% of U.S. Hispanic households; Univision Cable Networks, including Galavisión, the country's leading Spanish-language cable network, as well as Univision throvelas, a 24-hour cable network dedicated to novelas, Univision Deportes Network, a 24-hour cable network dedicated to sports, ForoTV, a 24-hour Spanish-language cable network dedicated to news, and an additional suite of six cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson, Telehit and Distrito Comedia; UVideos, the first bilingual digital network serving Hispanic America; 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, a network of products and offerings including <u>Univision.com</u>, which continues to be the No. 1 most-visited Spanishlanguage 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 Univision.net.

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