Coming This Fall

estrellaTV
MUSICAL VARIETY

Estudio 2
WEEKDAY PRIME: 7:00 PM
HOSTS:
Sergio Catalan
Vanessa Arias
Lilli Brillanti
Gaby Ramirez

"Estudio 2" is a fast-paced hour of music, comedy and entertainment. Each action-packed show features live performances by hit artists, today's most popular comic performers and a search for the hottest new musical talent. Hosted by novela heart throb, Sergio Catalan, top Mexican actresses Vanessa Arias, Lilli Brillanti and Gaby Ramirez, Estudio 2 is an hour of outstanding family entertainment.
CELEBRITY COMPETITION

A Que No Puedes
WEEKDAY PRIME: 8:00 PM
HOSTS:
Carlos Eduardo Rico
Jorge “El Burro” Van Rankin
Edson “El Norteno” Zuniga,

“A Que No Puedes” is an exciting new program where celebrities win big money for their favorite charities. Featuring the comedic talents of Carlos Eduardo Rico and the quick wit of Jorge (“El Burro”) Van Rankin and Edson (“El Norteno”) Zuniga, “A Que No Puedes” is one of LBI’s most successful internally created and produced television shows.
COMEDY & GAME SHOW

Lagrimita y Costel
DAYTIME: 3:00 PM

CAST:
Lagrimita & Costel
Nora Velazquez, “La Chabelita”
Martha Ofelia Galindo “La Maestra Canuta”
Barbara Torres “La Bruja Carmela”
Luis Queli “Proculo Adame”

“Lagrimita y Costel” are a pair of legendary comedy performers that are now exclusively appearing on Estrella TV each weekday in early fringe. Having recently received a national award in Mexico that recognizes their amazing talent, this famous father & son duo also star in their own comedic television show on Televisa.
Los Chuperamigos
WEEKDAY PRIME: 9:30 PM
CAST:
Liliana Arriaga, "La Chupitos"
Luis De Alba
Alejandro Suarez
Carlos Bonavides, "Huicho Dominguez"
Maribel Fernandez
Martha Ofelia Galindo
Pepe Suarez

Estrella TV's newest hit, "Los Chuperamigos", is an ensemble of Latin America's most famous comedic actors and writers delivering a completely original half-hour sitcom.
"Alarma TV" is hosted by novela actress Lianna Grethel and Televisa Soap Opera star Jorge Antolin. Alarma TV delivers compelling stories, investigative reports, original features, and other can't-miss news magazine segments.
Noticiero STN
NATIONAL NEWS: 5:30 PM
ANCHOR: JESUS JAVIER

"Noticiero STN" is a half-hour national and international news program, presenting breaking news stories and current events from the US and around the world while featuring Mexico, Central America and South America.
Estrella TV Vision/Strategy:
New Network, Fresh Approach
Estrella TV Provides An Alternative

Fresh Formats Counterprogram Novelas and Reality Based Programming.

Comparing M-F 3p-11p programming
PRIMETIME RATINGS ADULTS 18-49

DALLAS
Persons 18-49 Rating
Monday - Friday 5:00 pm - 10:00 pm

LOS ANGELES
Persons 18-49 Rating
Monday - Friday 6:00 pm - 11:00 pm

HOUSTON
Persons 18-49 Rating
Monday - Friday 5:00 pm - 10:00 pm

Source: Nielsen Media Research, Los Angeles NHIS November 08, Dallas NSI March 09, Houston NSI March 09; TP average ratings, excluding soccer & specials
PRIMETIME RATINGS ADULTS 25-54

DALLAS
Persons 25-54 Rating
Monday - Friday 5:00 pm - 10:00 pm

LOS ANGELES
Persons 25-54 Rating
Monday - Friday 6:00 pm - 11:00 pm

HOUSTON
Persons 25-54 Rating
Monday - Friday 5:00 pm - 10:00 pm

Source: Nielsen Media Research, Los Angeles NHSI November 08, Dallas NSI March 09, Houston NSI March 09; TP average ratings, excluding soccer & specials
Network Audience Projections
NETWORK AUDIENCE

Projection Rationale

- Actual impressions in existing Estrella TV Markets are summed.
- Existing market Estrella TV rating is calculated by dividing this sum by the universe estimates for existing markets.
- Existing market Estrella TV rating is multiplied by the Estrella TV Network (existing stations plus affiliates) to obtain a network projection.
FALL NETWORK AUDIENCE
EARLY FRINGE 18-49 PJ

Early Fringe Projections

<table>
<thead>
<tr>
<th>Network</th>
<th>Projected Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univision</td>
<td>775,000</td>
</tr>
<tr>
<td>Telemundo</td>
<td>334,000</td>
</tr>
<tr>
<td>ESTRELLA TV</td>
<td>271,000</td>
</tr>
<tr>
<td>Telefutura</td>
<td>218,000</td>
</tr>
<tr>
<td>Azteca</td>
<td>73,000</td>
</tr>
</tbody>
</table>

Source: Estrella- Projections derived from current markets (NSI/NHSI-H)
FALL NETWORK AUDIENCE
EARLY FRINGE 25-54 PJ

Early Fringe Projections

<table>
<thead>
<tr>
<th>Network</th>
<th>Audience</th>
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<tbody>
<tr>
<td>Univision</td>
<td>716,000</td>
</tr>
<tr>
<td>Telemundo</td>
<td>320,000</td>
</tr>
<tr>
<td>ESTRELLA TV</td>
<td>274,000</td>
</tr>
<tr>
<td>Telefutura</td>
<td>204,000</td>
</tr>
<tr>
<td>Azteca</td>
<td>67,000</td>
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</table>

Source: Estrella- Projections derived from current markets (NSI/NHSI-H)
Univision, Telemundo, Telefutura, Azteca-NTI-Nielsen MS 3p-7p, Nov 2009, Live
FALL NETWORK AUDIENCE
PRIMETIME 18-49 PJ

Primetime Projections

<table>
<thead>
<tr>
<th>Network</th>
<th>Estimated Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univision</td>
<td>1,890,000</td>
</tr>
<tr>
<td>Telemundo</td>
<td>600,000</td>
</tr>
<tr>
<td>ESTRELLA TV</td>
<td>505,000</td>
</tr>
<tr>
<td>Telefutura</td>
<td>370,000</td>
</tr>
<tr>
<td>Azteca</td>
<td>110,000</td>
</tr>
</tbody>
</table>

Source: Estrella - Projections derived from current markets (NSI/NHSI-H)
Univision, Telemundo, Telefutura, Azteca-NTI-Nielsen Prime averages, week of 10/14/02 from Nielsen web site.
FALL NETWORK AUDIENCE
PRIMETIME 25-54 PJ

Primetime Projections

<table>
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<tr>
<th>Network</th>
<th>Audience</th>
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<tbody>
<tr>
<td>Univision</td>
<td>1,780,000</td>
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<tr>
<td>Telemundo</td>
<td>540,000</td>
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<tr>
<td>ESTRELLA TV</td>
<td>460,000</td>
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<tr>
<td>Telefutura</td>
<td>350,000</td>
</tr>
<tr>
<td>Azteca</td>
<td>110,000</td>
</tr>
</tbody>
</table>

Source: Estrella- Projections derived from current markets (NSI/NHSI-H)
ORGANIC MARKETING SOLUTIONS

- Experience in designing and executing successful product integrations for over 20 major brands

- Talent endorsement opportunities

- Integration opportunities
  - CUSTOM SEGMENTS
  - IN-SHOW MENTIONS
  - ACTIVE USAGE & FEATURE DEMONSTRATIONS
  - STORYLINE INTEGRATIONS
  - LIVE HOST COMMERCIALS
  - SNIPES & ANIMATIONS

- Specials and event marketing opportunities