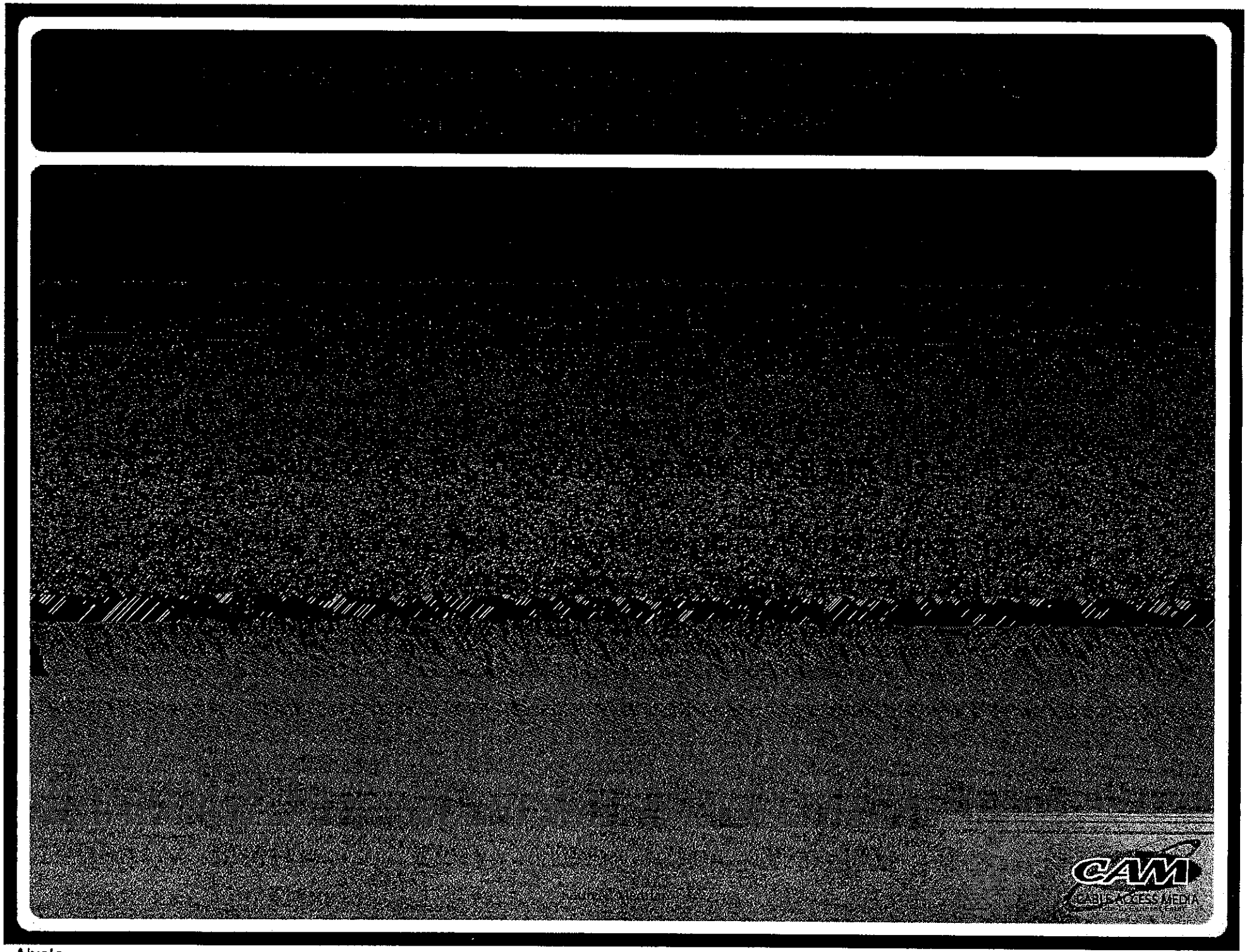
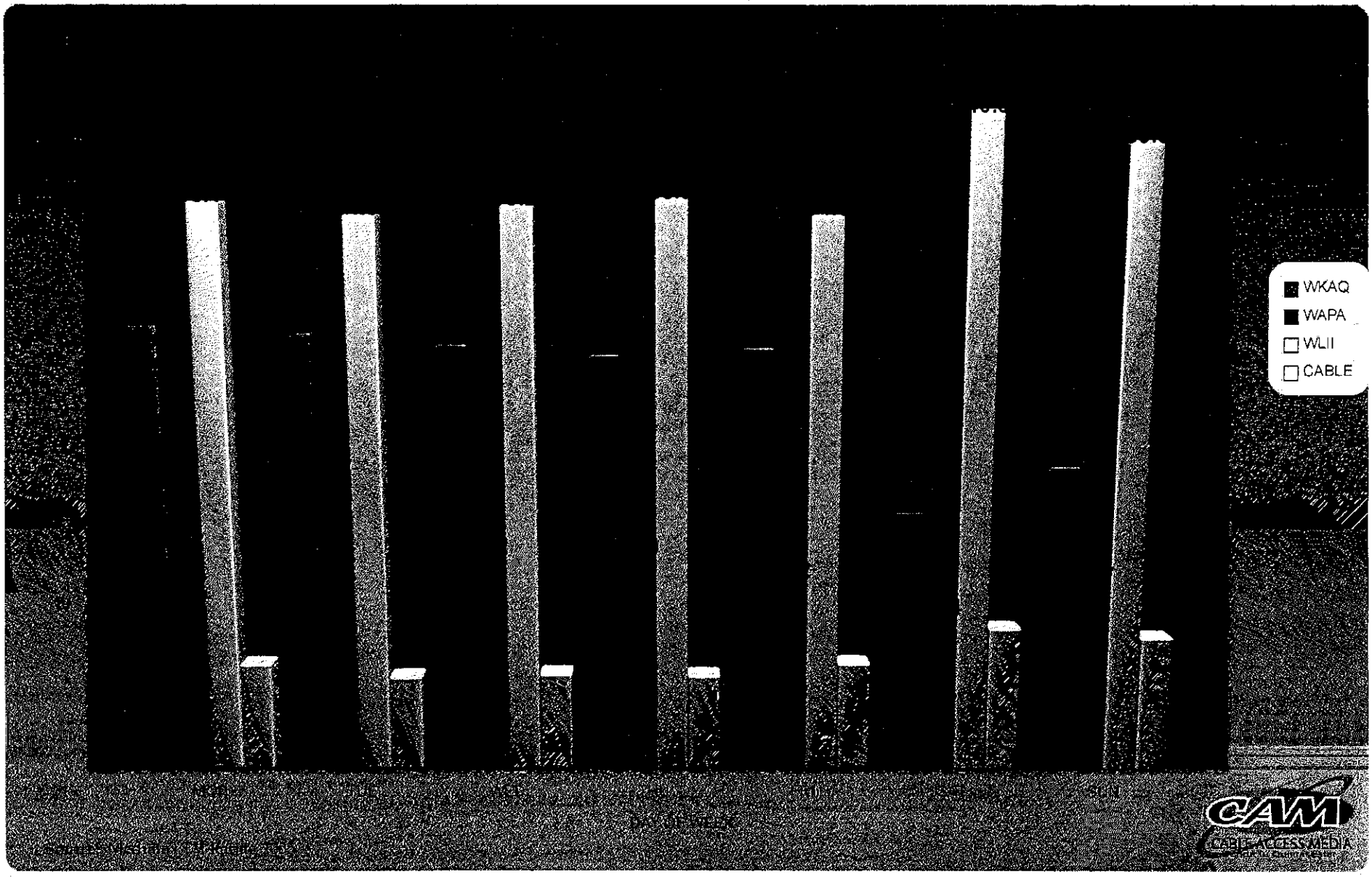
	EL NUEVO DIA	PRIMERA HORA	VOCERO	Total
Choice Cable TV	2.1	3.6	1.5	7.2
LIBERTY digital cable	10.6	3.0	5.0	18.6
CAM CABLE ACCESS MEDIA	12.7	6.6	6.5	25.8

CAM CABLE ACCESS MEDIA

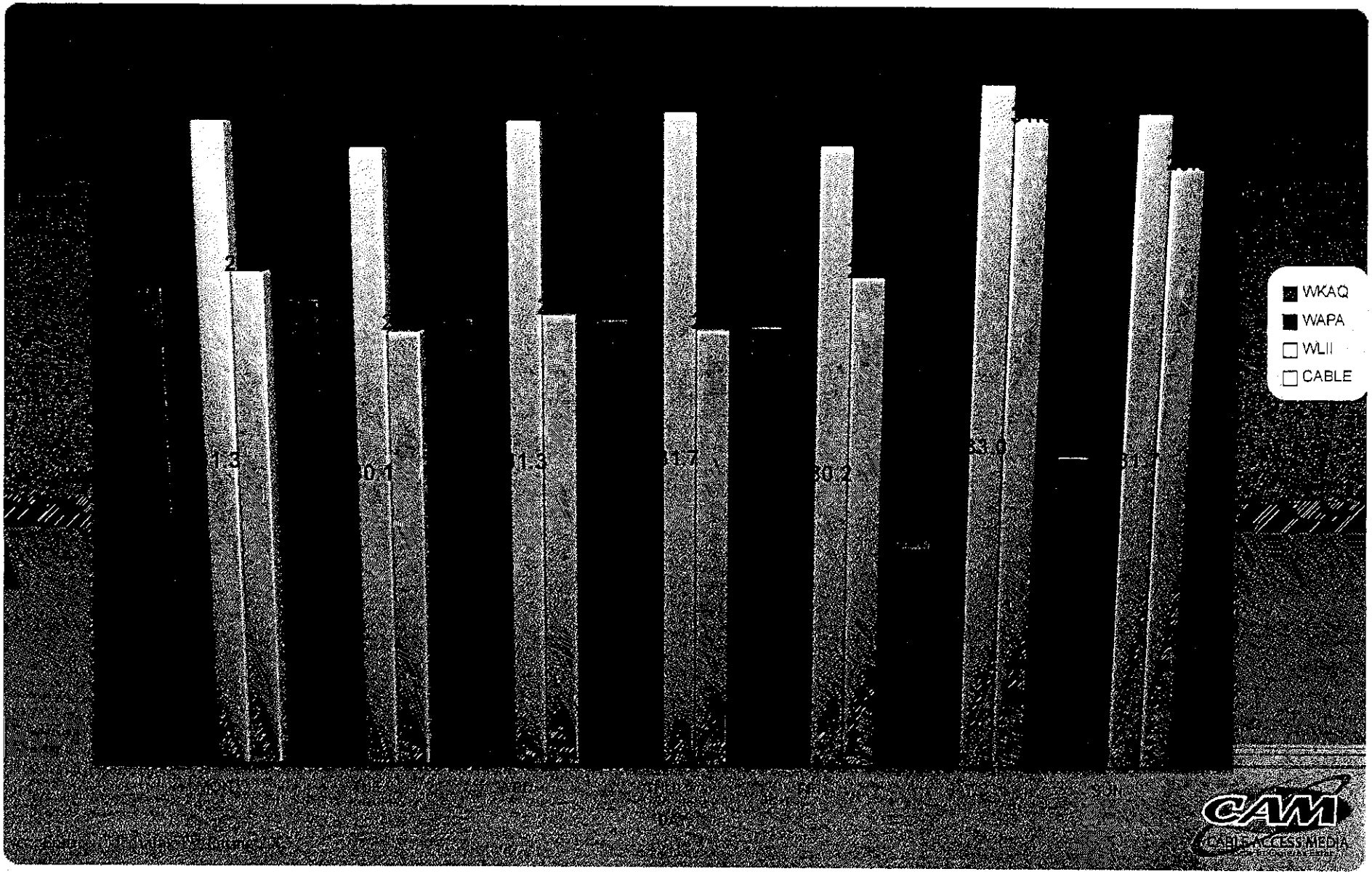


Alvelo

2005 Share of Viewing
6 pm to Midnight within Total Puerto Rico Households

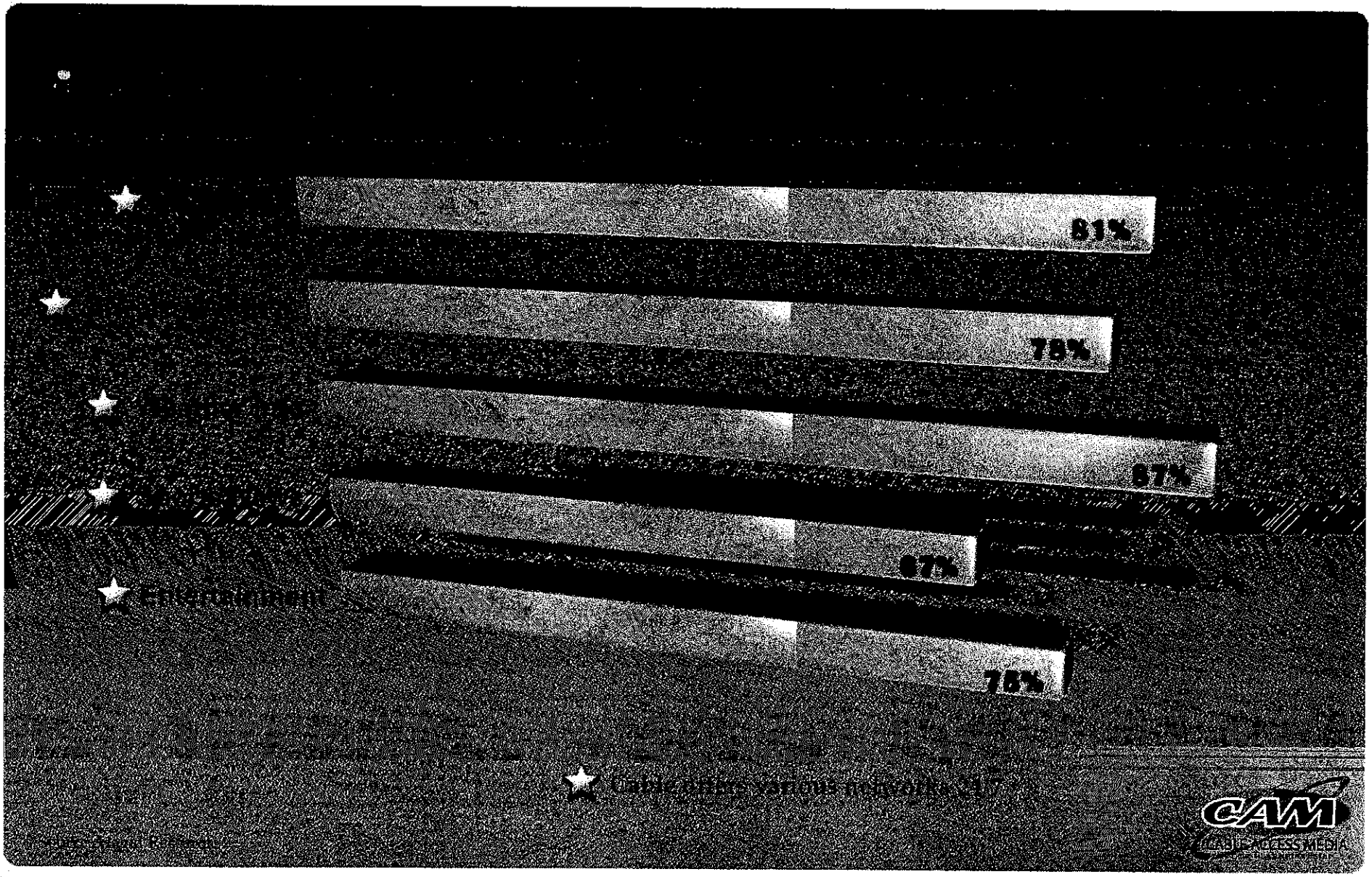


2005 Share of Viewing
6 pm to Midnight within Cable Households



CAM CABLE ACCESS MEDIA

Alvelo


81%
78%
87%
67%
75%
Entertainment
Cable offers various networks 21.7
CAM
CABLE ACCESS MEDIA

Alvelo

Now... How are advertisers using Pay TV?

First... Who were the Market TOP Advertisers in 2005?

002 TOYOTA DEALER	$5,114,450.00	$3,834,110.00	$210,642.25	$2,002,212.50	$51,318.00	$20,348,453.16
012 MCDONALDS	$12,033,687.00	$3,191,705.88	$420,828.50	$1,306,194.00	$168,650.00	$16,181,275.00
014 RADIOSHACK	$11,191,603.00	$2,888,412.87	$446,339.00	$2,424,421.50	$44,978.00	$17,445,754.24
016 COORS BREWING	$9,678,330.06	$5,129,183.58	$1,137,796.00	$295,535.00	$128,183.00	$17,350,938.72
018 CHRYSLER	$9,409,276.00	$2,769,018.94	$1,180,901.27	$2,567,588.00	$128,706.00	$15,605,487.51
022 BANK OF AMERICA	$8,867,253.00	$1,555,301.74	$879,203.00	$1,174,242.50	$147,640.00	$12,573,640.16
026 ROGERS BBQ	$7,000,141.81	$2,116,200.00	$3,156.00	$3,084,197.00	$0.00	$12,203,694.81
036 BENTENNIAL BS PR	$5,430,848.47	$2,032,573.36	$379,803.00	$2,602,169.00	$36,670.00	$10,481,463.83
043 KELLOGG	$6,010,051.06	$2,416,919.68	$271,157.00	$665,069.00	$56,645.00	$9,421,751.74
045 PANAMERICAN GRAIN	$4,179,420.01	$5,518,520.00	$0.00	$0.00	$5,450.00	$9,703,390.01

054 FORD MOTOR COMPANY	$6,700,000.00	$1,404,360.69	$96,597.00	$1,276,280.00	$158,495.00	$9,635,733.30
057 COCA-COLA PR BOTTLER	$5,850,241.56	$1,882,000.00	$363,972.25	$52,742.00	$235,546.00	$8,387,056.79
058 CC1 BEER DIST	$5,838,992.49	$2,111,546.44	$87,745.00	$243,547.50	$64,152.00	$8,346,983.43
064 ARBITRON	$6,120,092.35	$1,205,745.56	$310,570.00	$1,074,427.00	$21,700.00	$8,736,534.91
065 PHARMACIA EL ANAL	$6,748,811.00	$1,187,525.40	$334,354.50	$1,081,045.00	$56,610.00	$9,328,345.90
083 MATTEL	$4,433,048.72	$3,457,476.76	$0.00	$518,626.00	$8,100.00	$7,917,479.48
086 GRANDE SUPERMARKETS	$5,250,695.00	$1,479,140.00	$129,088.00	$2,365,869.90	$8,240.00	$7,234,941.00
087 COLLA POLOS INC	$6,194,199.80	$1,169,007.44	$326,228.00	$572,001.00	$49,425.00	$8,452,861.30
090 HARRIS PAINT	$196,550.00	$6,578,560.00	$0.00	$193,482.00	$106,570.00	$7,074,262.00
092 MENDEZ & CO	$4,726,100.00	$1,002,500.00	$408,057.00	$288,942.00	$180,470.00	$6,745,572.00
094 BELLA INTERNATIONAL	$1,264,625.00	$1,381,427.72	$459,143.25	$1,244,437.00	$256,609.00	$4,606,141.97

First... Who were the Market TOP Advertisers in 2005?

007 TOYOTA DE PR	$35,414,450.03	$3,834,417.90	$270,602.75	$2,002,012.60	$51,319.00	$20,249,482.18
018 MCDONALDS	$13,833,887.00	$3,141,705.88	$420,828.50	$1,596,494.00	$168,650.00	$18,191,278.06
014 RADIO SHACK	$11,181,433.80	$2,089,712.82	$546,209.00	$1,426,421.50	$44,972.00	$11,442,[illegible]
015 COORS BREWING	$9,678,330.08	$6,129,153.68	$1,117,798.00	$296,835.00	$128,183.00	$17,350,339.72
016 CHRYSLER	$9,402,275.00	$3,769,018.54	$184,096.27	$2,887,504.00	$329,336.00	$16,665,417.81
022 BANCO POPULAR DE PR	$3,837,285.96	$3,065,[illegible]	$[illegible]	$[illegible]	$[illegible]	$[illegible]
006 RIDOMS ELEG	$7,096,141.87	$3,141,240.00	$3,516,256.00	$3,004,417.00	$0.00	$13,523,[illegible]
036 CENTENNIAL DE PR	$6,430,348.89	$2,017,673.96	$574,607.00	$2,782,168.00	$38,376.00	$10,921,372.45
043 KELLOGG	$6,010,951.05	$2,816,019.68	$271,157.00	$868,009.00	$155,645.00	$9,921,781.74
045 PANAMERICAN GRAIN	$4,173,420.01	$5,518,520.00	$0.00	$0.00	$5,450.00	$9,703,390.01

054 FORD MOTOR COMPANY	$5,700,[illegible]	$1,404,[illegible]	$[illegible]	$1,[illegible]	$[illegible]	$[illegible]
057 COCA-COLA PR BOTTLER	$[illegible]	$1,892,[illegible]	$[illegible]	$[illegible]	$[illegible]	$[illegible]
058 CC1 BEER DIST.	$5,839,992.49	$2,111,546.44	$87,745.00	$243,547.50	$64,152.00	$8,346,983.43
059 SPRINT PCS	$6,087,033.33	$1,288,[illegible]	$310,676.00	$1,573,427.00	$21,710.00	$[illegible]
061 FARMACIAS EL AMAL	$5,749,841.00	$1,198,625.40	$[illegible]	$1,[illegible]	$56,810.00	$[illegible]
063 MATTEL	$4,433,048.72	$3,457,476.78	$0.00	$16,626.00	$6,130.00	$7,917,479.48
066 GRANDE SUPERMARKETS	$3,[illegible]	$1,473,140.00	$[illegible]	$2,[illegible]	$[illegible]	$[illegible]
067 B.M.J. FOODS INC	$6,[illegible]	$1,106,[illegible]	$[illegible]	$[illegible]	$[illegible]	$[illegible]
070 HARRIS PAINT	$196,550.00	$5,578,660.00	$0.00	$193,482.00	$106,570.00	$7,074,262.00
076 MENDEZ & CO.	$4,[illegible]	$1,602,606.06	$[illegible]	$[illegible]	$[illegible]	$[illegible]
098 BELLA INTERNATIONAL	$1,264,525.00	$1,381,427.72	$459,143.25	$1,244,437.00	$256,609.00	$4,606,141.97

AdTRAC

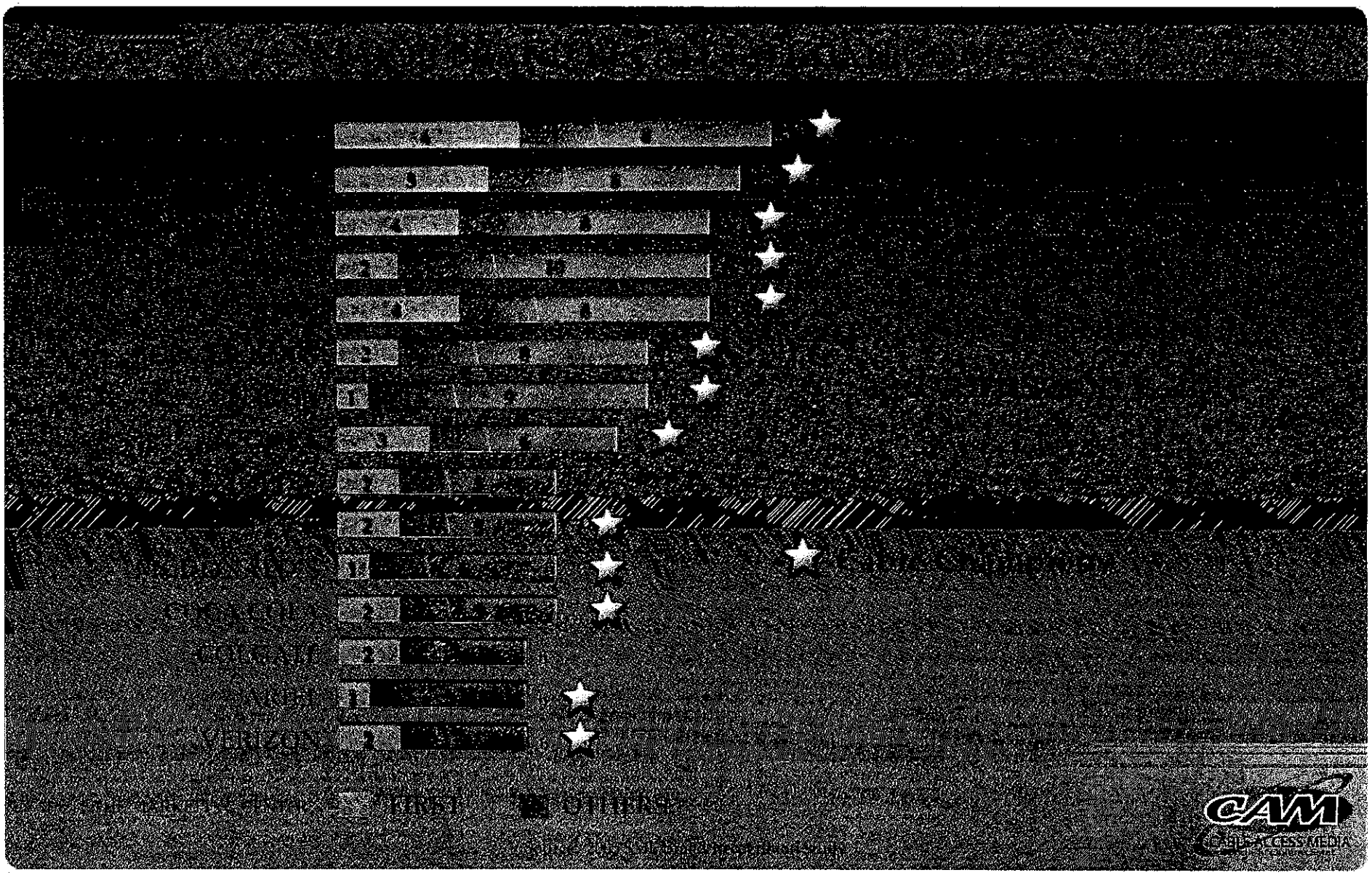
AdTRAC

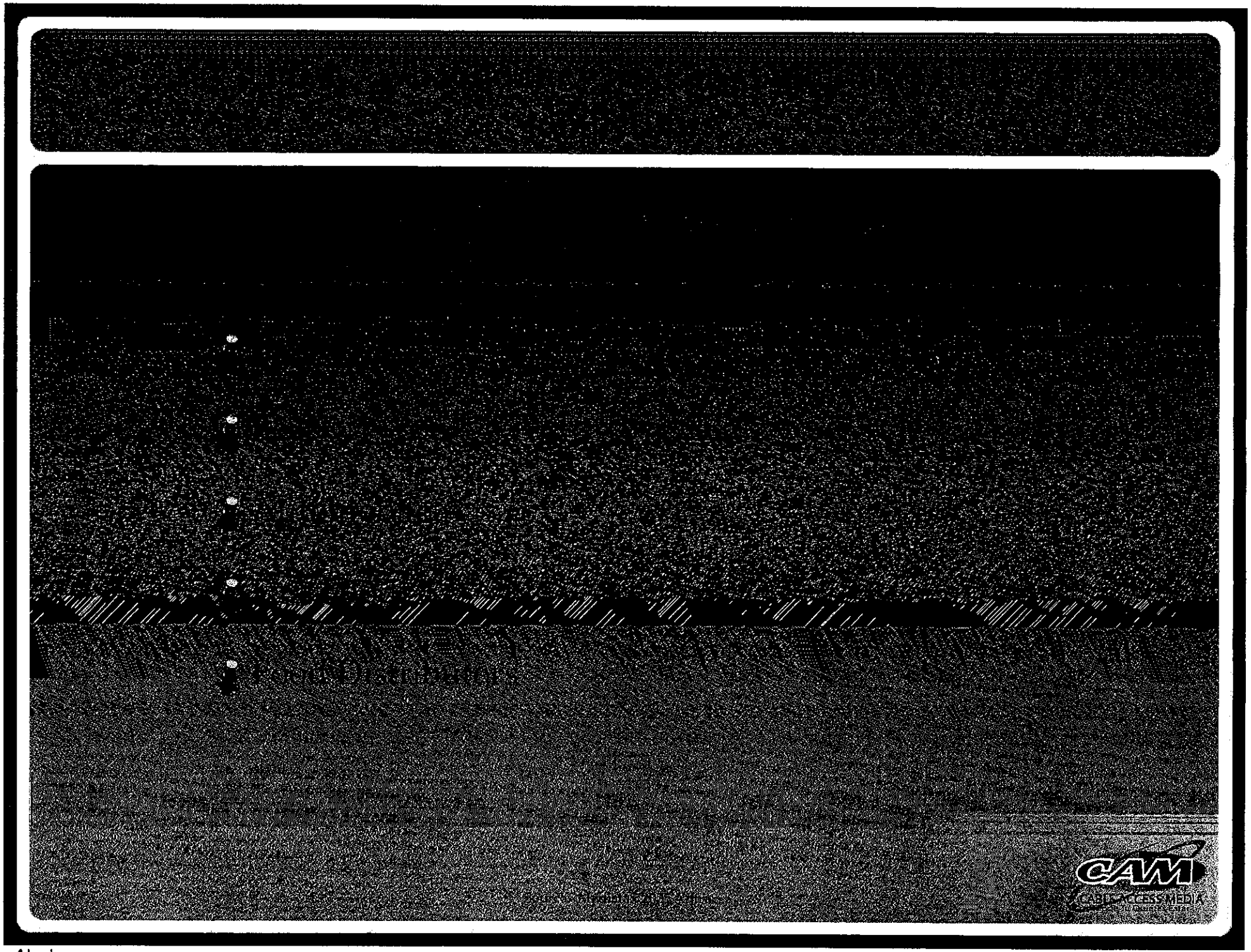
CAM

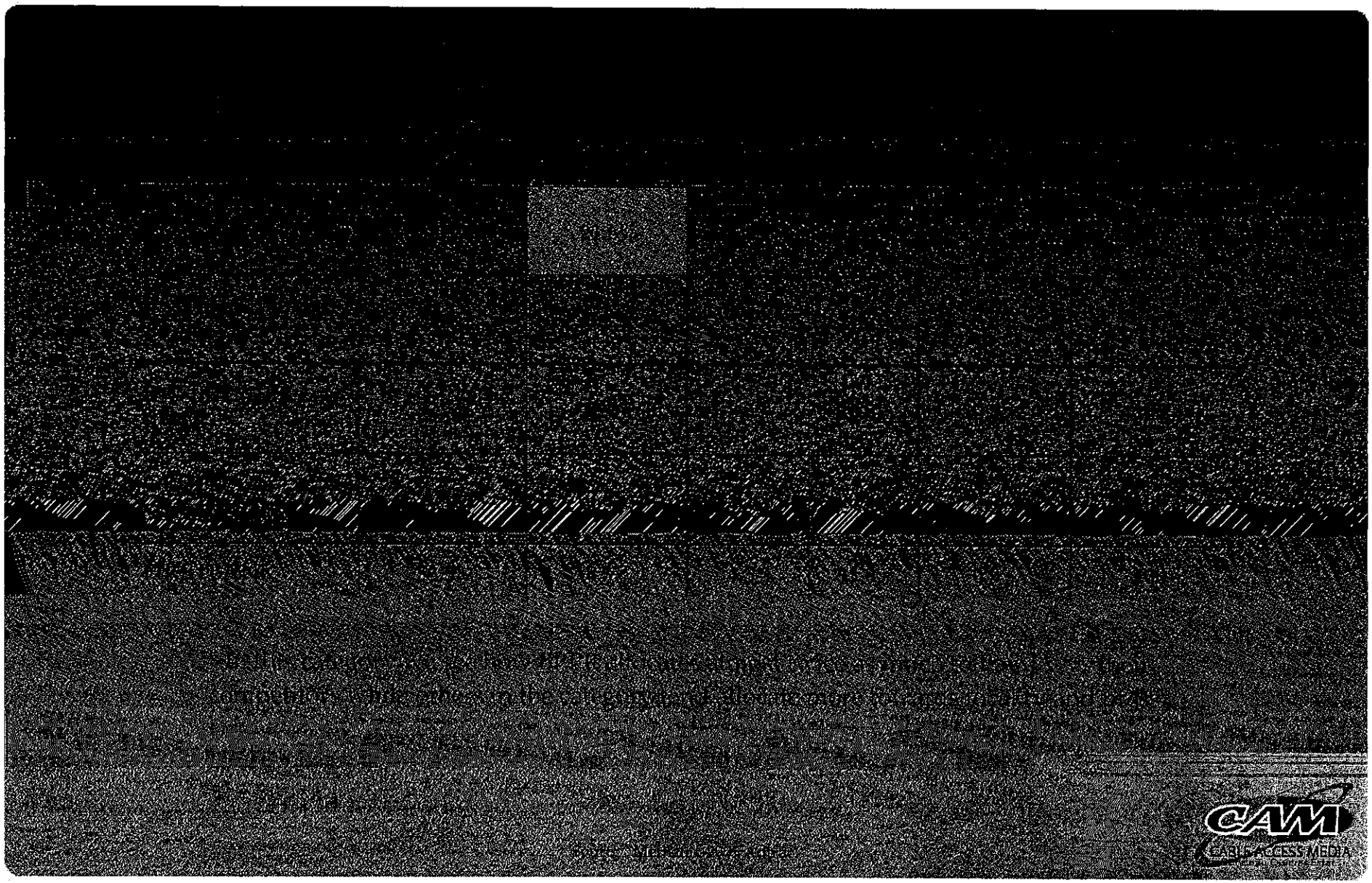
Second... Which brands have the highest recognition factor in PR?

CAM
CABLE ACCESS MEDIA

Second... Which brands have the highest recognition factor in PR?




CAM
CABLE ACCESS MEDIA


CAM
CABLE ACCESS MEDIA

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
BANCO POPULAR DE PR	27.8%	[illegible]	6.8%	43.0%	0.8%	100%
BANCO BILBAO VIZCAYA	74.7%	0.5%	2.7%	21.6%	0.4%	100%
R-G PREMIER BANK	52.5%	12.6%	8.5%	26.0%	0.4%	100%
GRUPO SANTANDER	4.8%	0.0%	4.1%	90.8%	0.3%	100%
FIRSTBANK	53.3%	8.3%	4.5%	33.0%	0.9%	100%

CAM
CABLE ACCESS MEDIA

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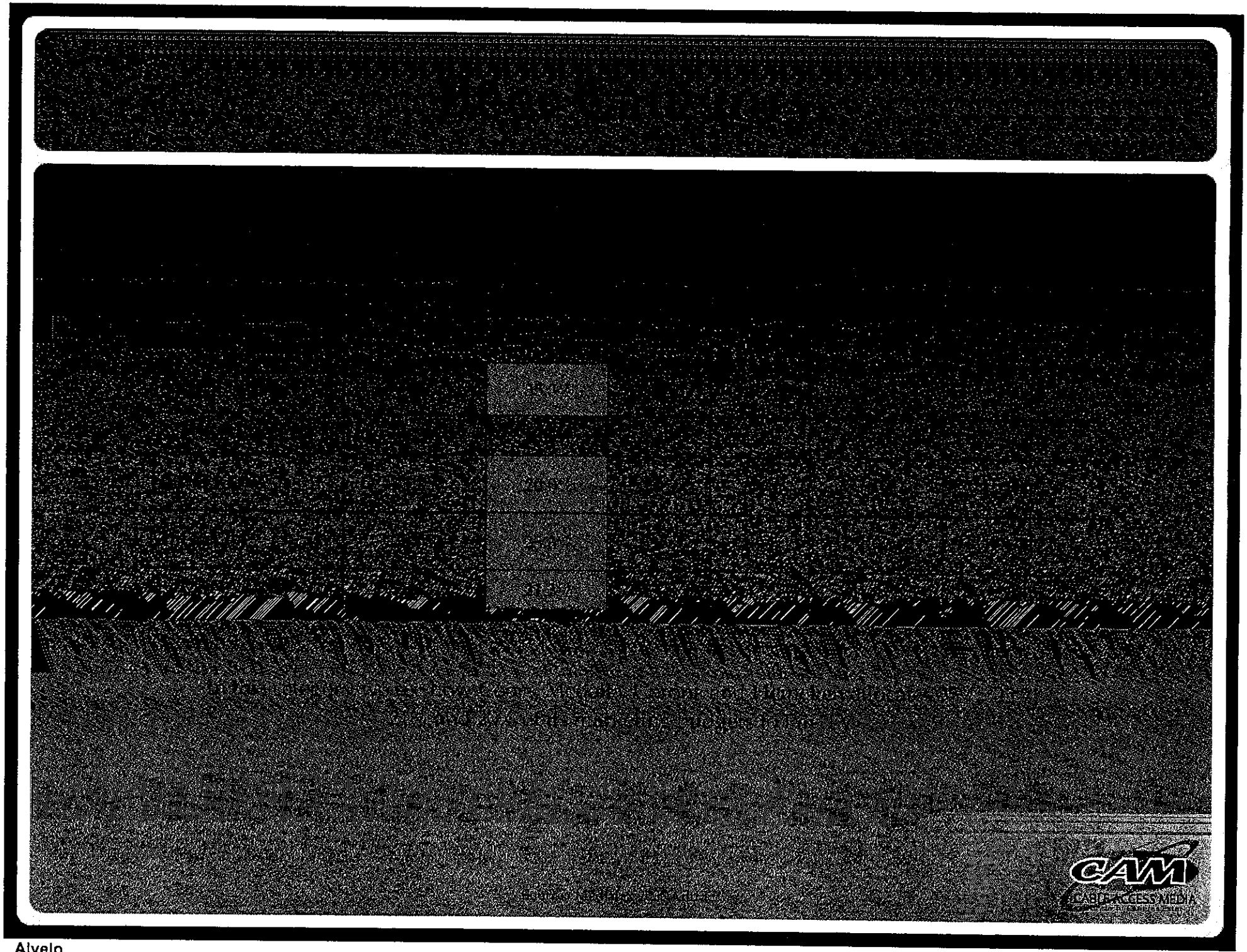

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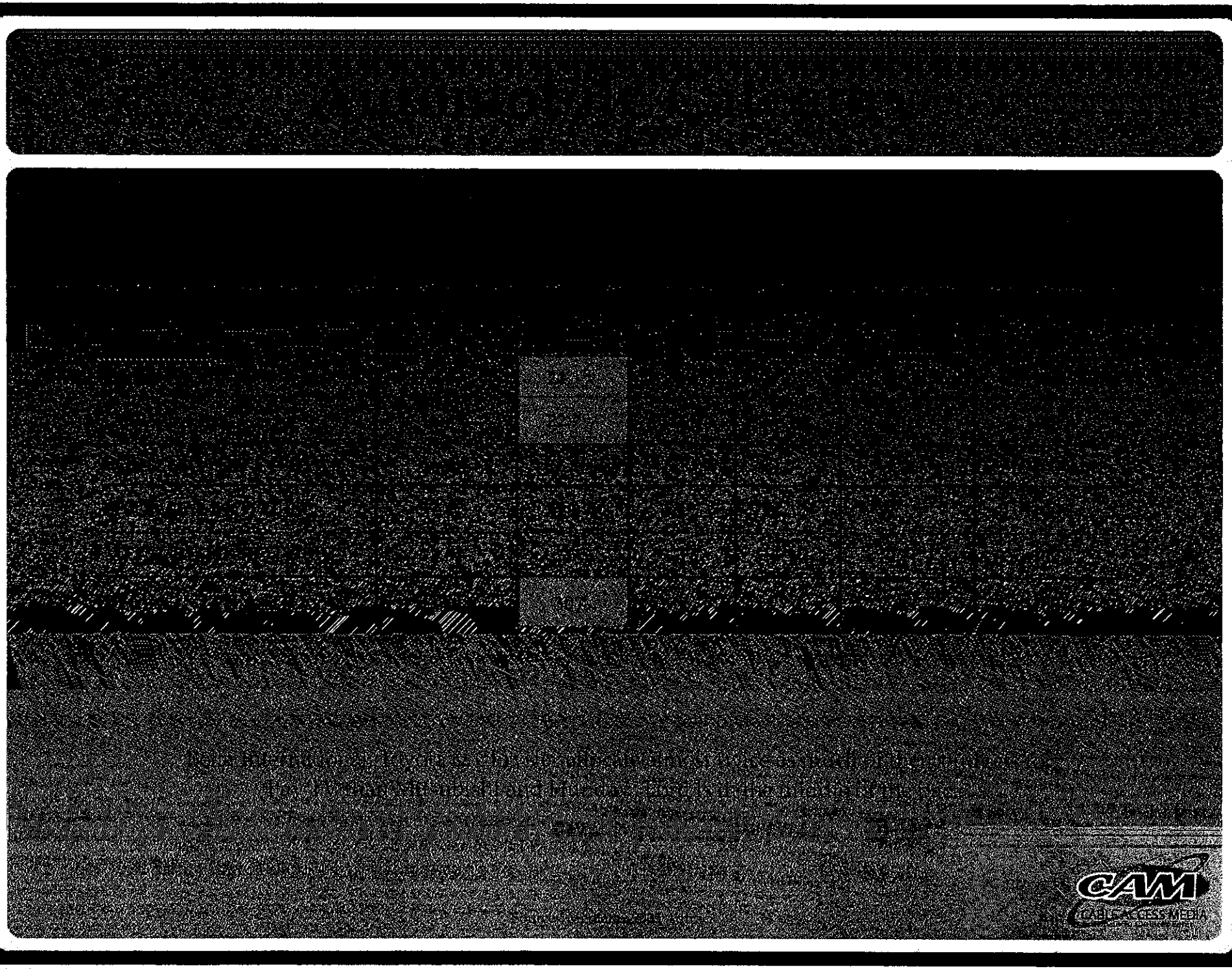
	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
COORS BREWING	55.8%	[illegible]	6.4%	1.7%	0.7%	100%
ANHEUSER BUSCH	80.9%	13.5%	2.4%	2.2%	1.0%	100%
HEINEKEN	73.2%	[illegible]	3.9%	2.4%	.7%	100%
MEDALLA	70.0%	[illegible]	0.8%	2.9%	1.0%	100%
CORONA (All)	58.2%	[illegible]	4.1%	14.7%	1.8%	100%

[illegible]

CAM CABLE ACCESS MEDIA

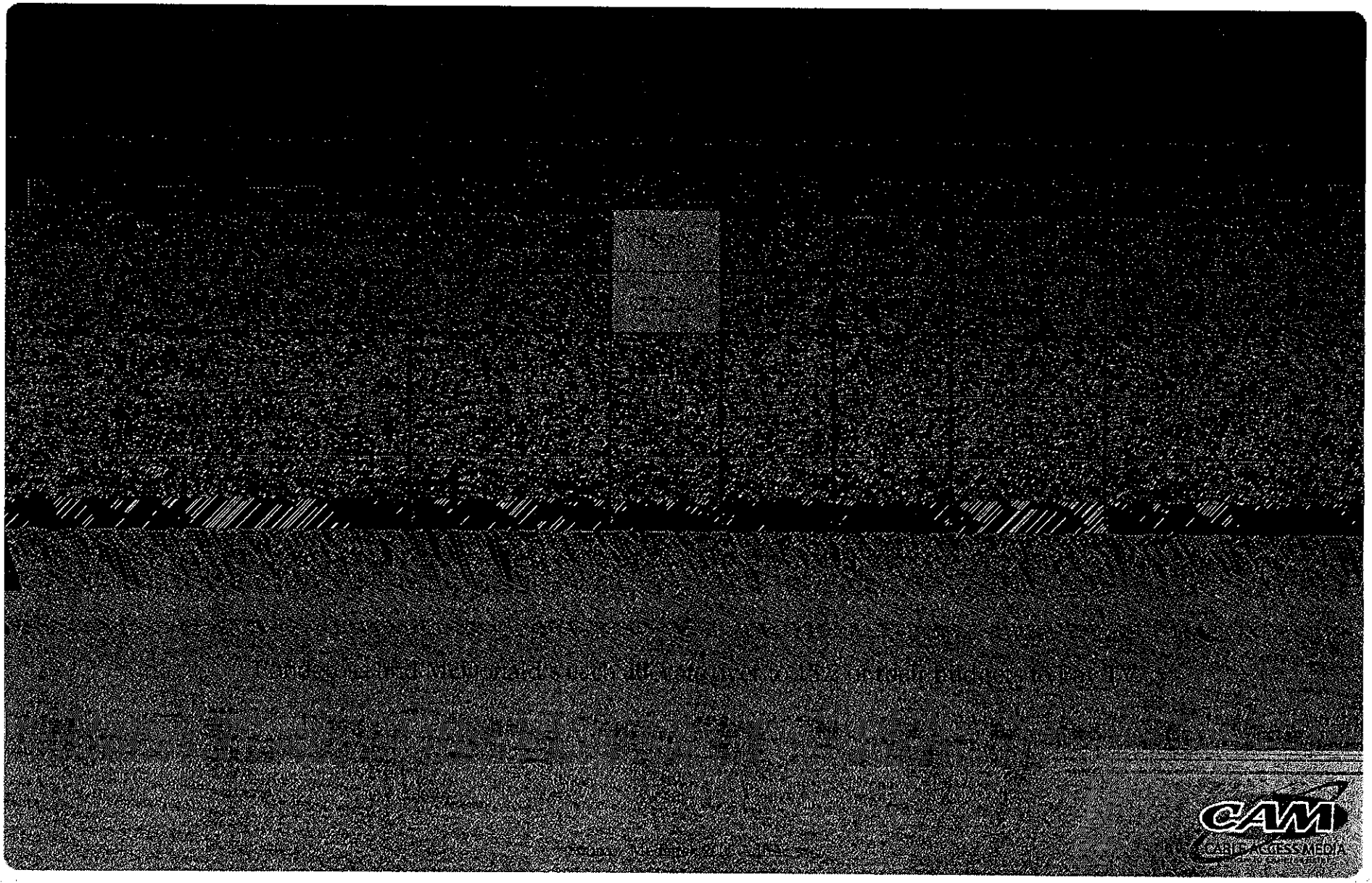

CAM
CABLE ACCESS MEDIA

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
TOYOTA	64.8%	[illegible]	1.0%	9.9%	0.3%	100%
CHRYSLER	56.8%	[illegible]	1.2%	17.3%	2.0%	100%
FORD MOTOR COMPANY	66.1%	16.1%	1.0%	14.7%	2.2%	100%
HYUNDAI MOTORS	57.4%	12.3%	3.9%	24.3%	2.1%	100%
MITSUBISHI MOTORS	74.8%	6.6%	3.3%	15.1%	0.3%	100%
BELLA INTERNATIONAL	27%	[illegible]	10%	27%	6%	100%

[illegible]

CAM
CABLE ACCESS MEDIA

Alvelo



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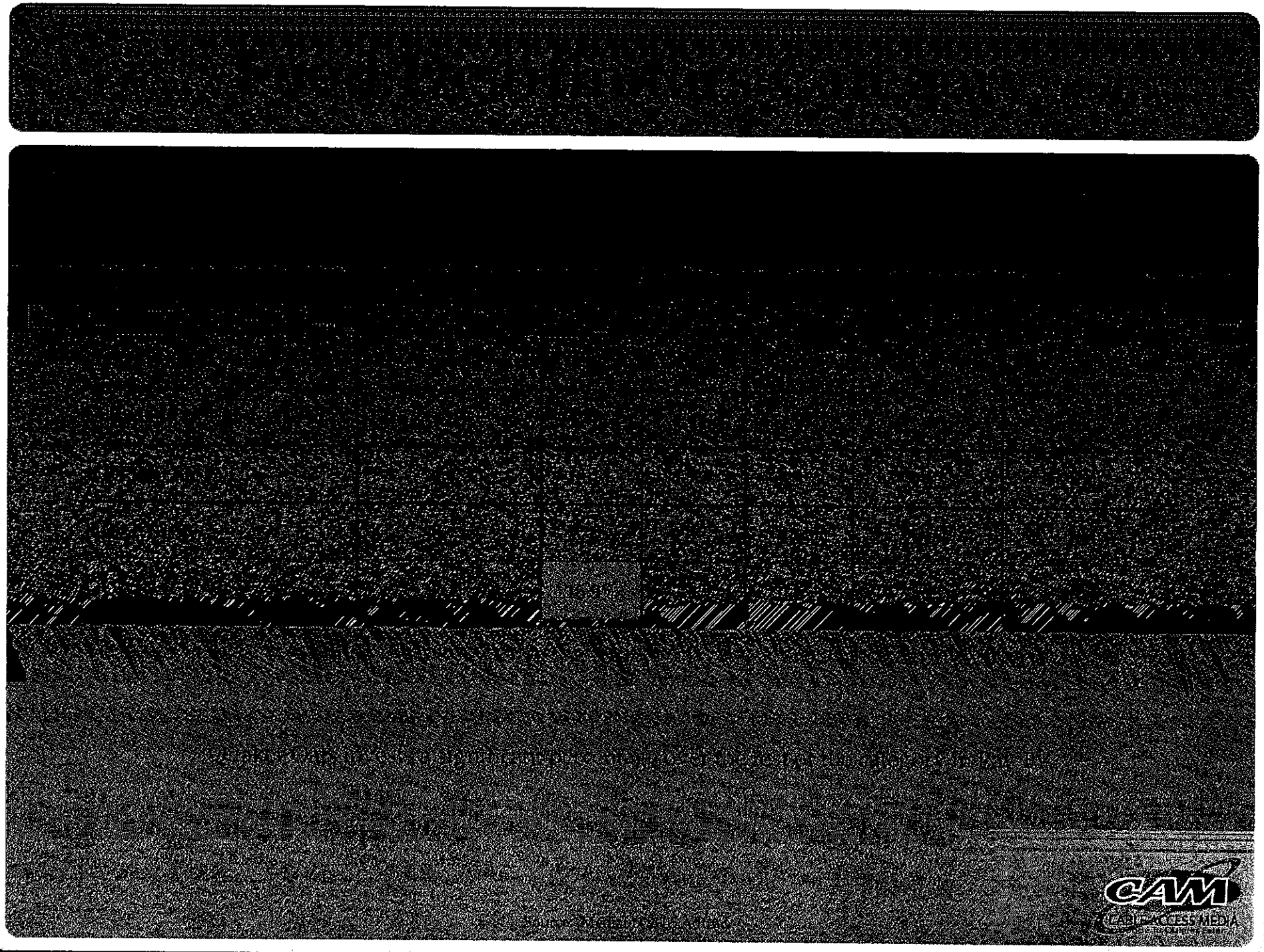
	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
PONDEROSA	69.1%	[illegible]	7.2%	7.7%	0.7%	100.0%
MCDONALD'S	70.8%	[illegible]	2.3%	8.8%	0.9%	100.0%
SUBWAY	62.4%	14.4%	8.1%	14.7%	0.4%	100.0%
KFC, TACO BELL, PIZZA HUT	86.3%	4.8%	2.3%	6.6%	0.0%	100.0%
BURGER KING	69.7%	11.6%	4.9%	13.7%	0.0%	100.0%

CAM
CABLE ACCESS MEDIA

Alvelo



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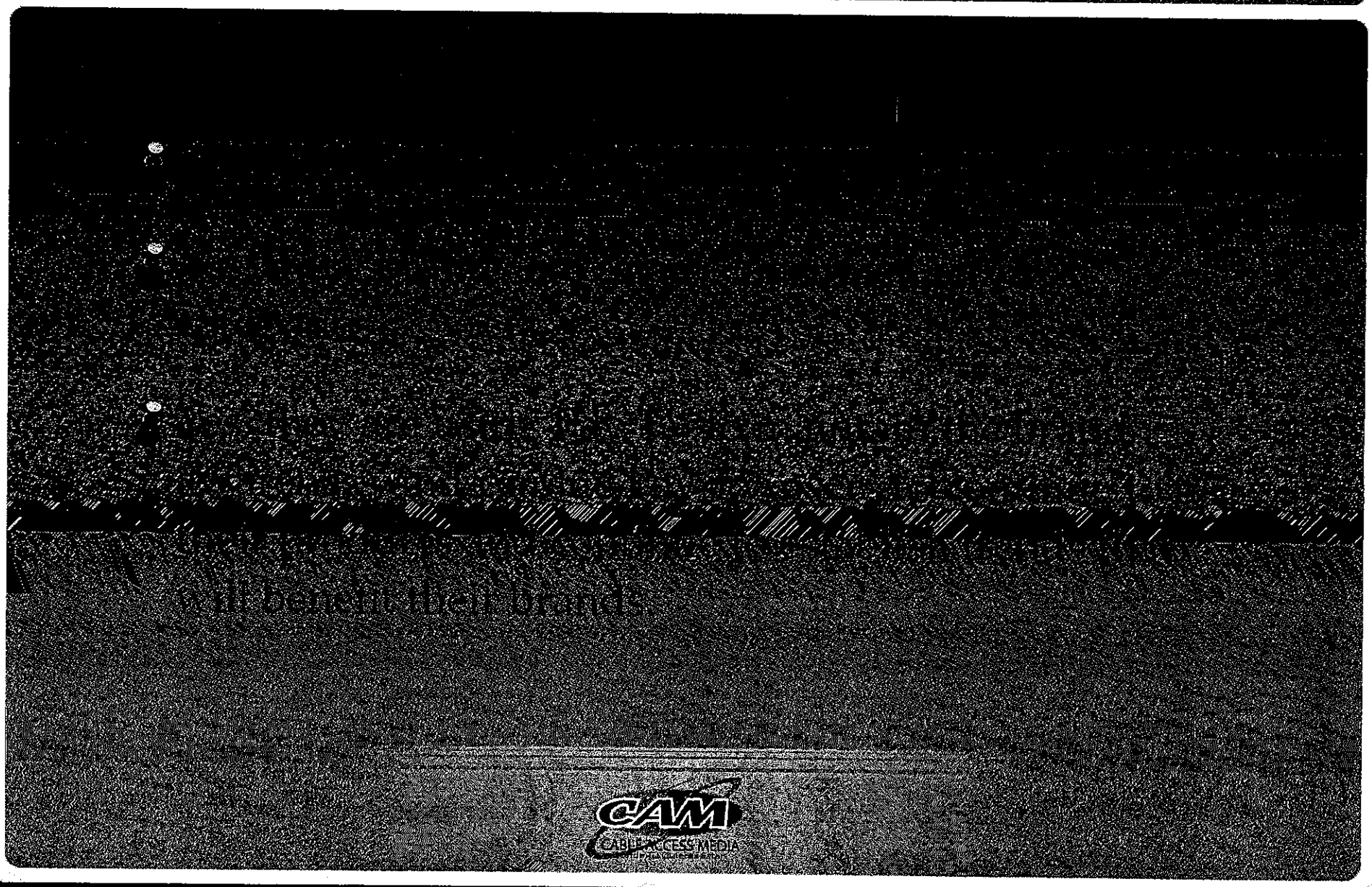
	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
GOYA FOODS	81.1%	8.4%	5.1%	3.0%	2.5%	100%
MASTER FOODS	84.2%	8.8%	1.2%	1.9%	3.9%	100%
NESTLE PR INC.	79.7%	10.1%	1.7%	3.5%	5.0%	100%
KRAFT INC.	80.7%	5.2%	2.4%	5.9%	5.9%	100%
QUAKER OATS	77.1%	[illegible]	3.0%	0.6%	2.4%	100%

CAM
CABLE ACCESS MEDIA



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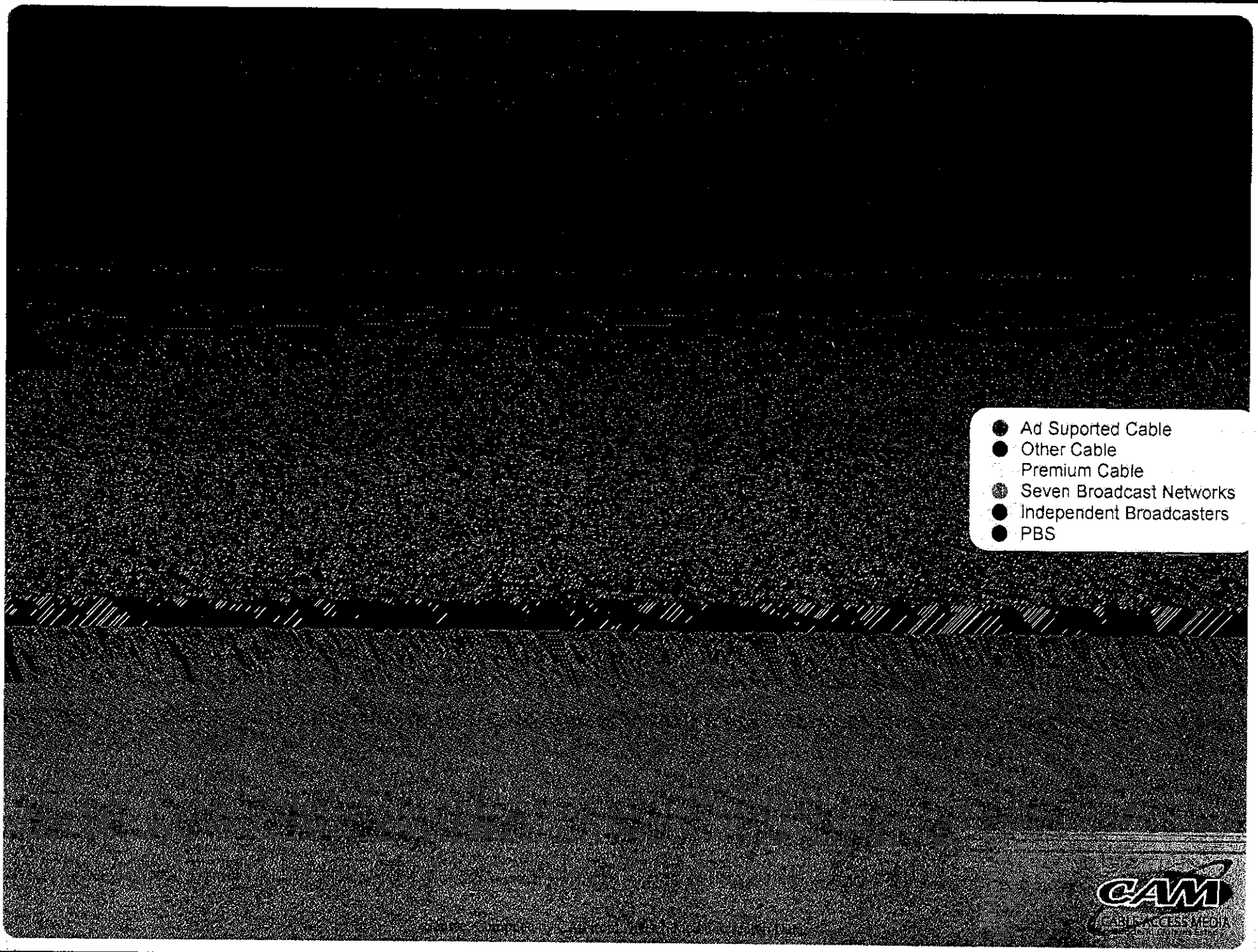
We know that you need to make changes, let us help you reach your goals.

CAM
CABLE ACCESS MEDIA

Alvelo

ADDENDUM


Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

Alvelo