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2007 COPA ORO SEMI-FINAL DELIVERS RECORD-BREAKING TELEFUTURA AUDIENCE
Network Achieves Highest Primetime Viewership in its History,
Beating All Other Broadcast Networks in Time Period

JUNE 25, 2007 - MIAMI, FL – Reaching 6.2 million unique viewers, the semi-final match of the 2007 Copa Oro (Gold Cup) between Mexico and Guadeloupe on June 21st, powered the TeleFutura Network to deliver the biggest audience in its history among key demographics of Adults 18-34 (1,675,000), Adults 18-49 (2,945,000), Men 18-34 (1,106,000), Men 18-49 (1,994,000), and Total Viewers 2+ (4,024,000).

National Highlights – According to Nielsen Television Index (NTI)

- The Thursday night telecast was the #1 ranked program of all time on TeleFutura among Households, Persons 2+, Adults 18-34 and 18-49, and Men 18-34 and 18-49.
- TeleFutura captured the #1 rank for the Thursday 10-11pm time period out-delivering all other broadcast networks, English or Spanish, including ABC, CBS, NBC, Azteca América, and Telemundo among Adults 18-34 (1,600,000), Adults 18-49 (2,800,000), Men 18-34 (1,000,000), Men 18-49 (1,900,000), and Men 25-54 (1,800,000).
- In addition, it propelled TeleFutura to the #2 ranking for the entire night among Men 18-34 (596,000) out-delivering NBC (525,000), CBS (358,000), ABC (196,000), CW (188,000), MNT (156,000) and Telemundo (106,000).
- TeleFutura also outdelivered the combined primetime audiences for the entire night of CBS and ABC among Men 18-34 (554,000).
- The match delivered an audience with an estimated median age of 33 years old, in keeping with TeleFutura's young audience profile.

“These results are truly staggering,” said Bert Medina, Senior Vice President and Operating Manager, TeleFutura Network. “With this year’s tournament showing double and triple digit growth versus the 2005 games in most markets, the semi-final match was expected to do well, but with over four million average viewers it proved once again that TeleFutura is a world-class soccer destination.”

Local Highlights

According to the NSI Household Tracking, the 2007 Copa Oro games on TeleFutura overdelivered the 2005 games in numerous markets, including

	2005	2007	% Growth
• Los Angeles	1.8	4.1	+128%
• Houston	1.7	2.4	+41%
• Chicago	0.4	1.3	+225%
• Dallas	1.0	2.1	+110%
• San Antonio	0.5	1.3	+160%
• San Francisco	0.8	1.0	+25%

In addition, the Mexico vs. Guadeloupe semi-final game scored the highest Household rating in the history of the stations in Los Angeles (9.7), Houston (6.2), Chicago (4.5), Dallas (5.2), San Antonio (5.8), and San Francisco (2.6). Plus, the game landed the Top 5 all-time in both Phoenix (2.3) and Sacramento (3.2).

Also, according to the NSI preliminary overnights the 2007 Copa Oro Semi-Final was the:

- #1 Program for **Adults 18-34** in Los Angeles, Chicago, and Dallas. The match had more viewers than any other program on English-language or Spanish-language television through out the day.
 - In Los Angeles, KFTR had 65% more Adult 18-34 viewers than the *combined audience* for ABC, CBS, NBC and FOX during the same time period.
 - In Chicago, WXFT had 60% more Adult 18-34 viewers than the *combined audience* for ABC, CBS, NBC and FOX during the same time period.
 - In Dallas, KSTR had 40% more Adult 18-34 viewers than the *combined audience* for ABC, CBS, NBC and FOX during the same time period.
- #1 Program for **Adults 18-49** in Los Angeles and Chicago.
- #1 Program for **Men 18-49** in Chicago, Dallas, Los Angeles and San Francisco.
- #1 Program for **Men 18-34** in Chicago, Dallas, Los Angeles and San Francisco.
- Scored the highest Men 18-49 and Adults 18-49 rating in the history of LPMs in Los Angeles, Chicago and Dallas. In San Francisco, the game landed in the Top 5 among Men 18-49 and Adults 18-49 since LPMs began in that market.

The TeleFutura Network was created to provide a new range of viewing choices to U.S. Hispanics of all ages. TeleFutura counter-programs existing Spanish-language television networks, airing alternative genres during nearly every daypart. For example, TeleFutura broadcasts hit movies against primetime novelas, first-run talk shows against daytime novelas, and original novelas against news and talk shows.

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 99% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 89% of U.S. Hispanic

Households; Galavisión, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 62 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 70 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; Univision Music Group, which includes Univision Records, Fonovisa Records, La Calle Records and Mexico-based Disa Records as well as Fonomusic and America Musical Publishing companies; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at www.univision.com. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S., and a non-voting 14.9% interest in Entravision Communications Corporation, a public Spanish-language media company. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

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