



**“AL DIABLO CON LOS GUAPOS” BIGGEST 8PM NOVELA
PREMIERE AMONG ADULTS 18-49 IN UNIVISION HISTORY**

And Significant 2nd Night Audience Increases Across All Key Demos

MIAMI, FL, JANUARY 24, 2008 – Univision’s newest series featuring a popular child star in her first primetime adult role scored decidedly “grownup” ratings Monday night. “Al Diablo con los Guapos” (Down with the Beautiful) debuted with the biggest audience ever for an 8pm novela among all Adults 18-49 (2.8 million) in the network’s history, outdelivering the premieres of such highly-rated Univision novelas as “La Fea Más Bella” and “Rubí.”

Even more impressively, the 2nd episode on Tuesday night continued to attract viewers and saw significant audience gains versus the premiere across all key demos, as well.

**“Al Diablo con los Guapos” Episode #2 (1-22-08)
Vs. Premiere (1-21-08)**

<u>Demo</u>	<u>Average Aud.</u>	<u>% change</u>
Total Viewers 2+	5,275,000	+12%
Adults 18-34	1,830,000	+8%
Adults 18-49	2,976,000	+8%
Teens 12-17	453,000	+42%
Kids 2-11	971,000	+22%

In addition, **for the 8-9pm time period**, Tuesday night’s episode of “Al Diablo con los Guapos” helped Univision rank:

- **#2** among Adults 18-34 (1.8 million), Teens 12-17 (451,000) and Kids 2-11 (961,000), beating ABC, CBS, NBC & CW
- **#3** among Adults 18-49 (3 million), beating ABC, CBS & CW
- **#4** among Persons 2+ (5.2 million), beating ABC & CW

Also, **for the entire Tuesday night**, the new novela's addition to Univision's blockbuster primetime lineup resulted in the network ranking:

- **#2** among Kids 2-11 (671,000), beating ABC, CBS, NBC & CW
- **#3** among Adults 18-34 (1.5 million), and Teens 12-17 (318,000) beating ABC, CBS & CW
- **#4** among Adults 18-49 (2.5 million), beating ABC & CW

Among all Adults 18-34, both the Monday and Tuesday telecasts of "Al Diablo Con Los Guapos" out-performed NBC's "Medium" as well as every ABC, CBS and CW program on both nights. Among all Adults 18-49, they each out-performed the majority of ABC, CBS and CW's programming on both nights, as well.

<u>PROGRAMS</u>	<u>NET</u>	<u>A18-34 BEAT</u>	<u>A18-49 BEAT</u>
AL DIABLO CON GUAPOS LOS - MON	UNI	1,723,000	2,768,000
AL DIABLO CON GUAPOS LOS - TUE	UNI	1,830,000	2,976,000
TWO AND A HALF MEN-SPC(S)-01/21/2008	CBS	X	
MEDIUM	NBC	X	
BIG BANG THEORY, THE-SPC(S)-01/21/2008	CBS	X	
DANCE WAR SP-1/21(S)-01/21/2008	ABC	X	
RULES OF ENGAGEMENT SPCL(S)-01/21/2008	CBS	X	
CSI: MIAMI-SPC(S)-01/21/2008	CBS	X	
ONE TREE HILL	CW	X	X
OCTOBER ROAD SP-1/21(S)-01/21/2008	ABC	X	X
HOW I MET YOUR MOTHER-SPC(S)-01/21/2008	CBS	X	
NOTES FROM UNDERBELLY SP(S)-01/21/2008	ABC	X	X
ACCORDING TO JIM-TU 9PM	ABC	X	
NCIS	CBS	X	X
UNIT, THE	CBS	X	X
BOSTON LEGAL	ABC	X	
CARPOOLERS	ABC	X	X
JUST FOR LAUGHS	ABC	X	X
JUST FOR LAUGHS-TU 8PM	ABC	X	X
48 HOURS MYSTERY TUESDAY	CBS	X	X
EV HATES CHRIS-MLK(S)-01/21/2008	CW	X	X
GAME, THE-MLK(S)-01/21/2008	CW	X	X
REAPER-TUE	CW	X	X
GIRLFRIENDS-MLK(S)-01/21/2008	CW	X	X
ALIENS IN AMERICA-MLK(S)-01/21/2008	CW	X	X

Source: NTI, Monday 1/21/2008 & Tuesday 1/22/2008, 8-11pm.. Based on Live+SD averages.

Local Highlights

In spite of sharing the time period with "American Idol," Tuesday night's 2nd episode of "Al Diablo con los Guapos" enjoyed equally impressive results for the time period in many major markets:

- **#1** for all Adults 18-34 in **Los Angeles and Houston**

- Univision stations in New **York, Chicago, Dallas and San Francisco** had more Adult 18-34 viewers than the **COMBINED VIEWERSHIP of ABC, CBS and NBC** during the time period
- In **New York**, WXTV outperformed ABC, CBS and NBC with **+39%** more Adult 18-34 viewers
- In **Chicago**, WGBO had **+17%** more Adult 18-34 viewers than the ABC, CBS and NBC **combined**
- In **Dallas**, KUVN had **+10%** more Adult 18-34 viewers than the ABC, CBS and NBC **combined**
- In **San Francisco**, KDTV had **+44%** Adult 18-34 viewers than the **combined audience** for ABC, CBS and NBC

SOURCE: Nielsen Media Research, NSI Live, Tuesday, January 22, 2008, NSI Ranks – Regardless of language, Time Period Ranker

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