



**AZTECA AMERICA AND TERRA NETWORKS PARTNER TO LAUNCH
ENTERTAINMENT PORTAL**

Co-Branded Portal Designed to Tap into Growing Online/Offline Dual Viewing Habits

FOR IMMEDIATE DISTRIBUTION

Los Angeles, April 5, 2007— Azteca America, the fastest-growing Spanish-language television network in the United States, has formed a new alliance with Terra Networks, the leading Internet portal for the U.S. Hispanic audience. The partnership involves the creation of a co-branded Internet site powered by Terra.com showcasing Azteca America content via online video. Audience interactivity in real time will be encouraged through polls, live chats, communities and more.

“This venture is the marriage of two leading players in Hispanic media, and we are excited about synergies going forward,” said Luis J. Echarte, Chairman of Azteca America.

Under the agreement, Terra Networks will be responsible for hosting and editing content with the collaboration of Azteca America. The site features exclusive U.S. Hispanic content including headline video reports from *Noticiero Azteca America*, Azteca’s daily news program in addition to displaying TV Azteca’s vast content. TV Azteca, Azteca America’s parent company is the second largest producer of Spanish-language television content in the world.

The site can be accessed at both <http://aztecaamerica.terra.com> and www.aztecaamerica.com.

Another highlight is special in-depth features and video clips from *Suegras*, a new reality series produced exclusively for Azteca America. The show’s uniqueness, coupled with encouragement to interact online, will serve to drive additional users to the portal. Terra.com has been doing live video chats with eliminated contestants from *Suegras* since the launch of the show in March. To view some of the previous chats, visit <http://www.terra.com/videochat/suegras1/>.

“Now is the ideal time to leverage the Online/TV multitasking space, with the majority of US households on broadband,” stated Fernando Rodriguez, CEO of Terra Networks. “Terra Networks and Azteca America are delighted to step up to the challenge to create both a compelling user experience for our combined, tech savvy audiences and exciting interactive opportunities for advertisers, such as live chat sponsorships occurring during the TV shows.”

As indicated by eMarketer, 65% of adults and 74% of teens go online while watching TV in the U.S., indicating subsequent generations adopt media interactivity at a higher rate.

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Online sales for the site will be handled by Terra Networks with coordination for television sales with Azteca America.

“Aside from the proven portal management experience, clients have the best of both broadband and broadcast worlds to maximize their brands,” said Echarte.

About Azteca America

Azteca America is the fastest-growing Hispanic network in the United States. The network is a wholly owned subsidiary of TV Azteca S.A. de C.V., one of the two largest producers of Spanish-language television content in the world. Azteca America currently has presence in 55 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco-Oakland-San Jose, Phoenix, Brownsville-McAllen, Albuquerque, Sacramento-Stockton-Modesto, San Diego, El Paso, Fresno-Visalia, Denver, Washington DC, Philadelphia, Orlando, Tampa, Austin, Boston, Atlanta, Tucson, Las Vegas, Corpus Christi, Seattle, Hartford, West Palm Beach-Ft. Pierce, Bakersfield, Portland, Monterey-Salinas, Salt Lake City, Laredo, Colorado Springs, Odessa, Naples-Ft. Myers, Palm Springs, Raleigh-Durham, Lubbock, Santa Barbara, Milwaukee, Amarillo, Yakima, Wichita, Oklahoma City, Reno, New Orleans, Greenville, Boise, Omaha, Victoria, Chattanooga and Charleston.

Visit: <http://www.corporate-aztecaamerica.com/>.

About Terra Networks S.A.

Terra Networks is a global Internet group with a presence in the U.S. and Latin America. The group operates some of the most popular Web sites in the United States, Spain and Latin America and is the largest access provider in Spain and Latin America.

Terra.com is the U.S. Hispanic arm of the Terra Networks group providing portal and value-added services to Spanish speaking users in the U.S. Terra is a leader in the U.S. Hispanic online market according to comScore Media Metrix and Nielsen/NetRatings.

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