



terra

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Terra Networks Features Miami Fashion Week® Site for Sixth Year
Premiere Fashion Site at Terra.com Sponsored by Mercury

Miami, Fla. – May 3, 2006 – Terra Networks, the top Internet portal in 18 countries including the U.S., Latin America and the Caribbean announces its selection as the official website for Miami Fashion Week® 2006. Miami Fashion Week®, is the premiere fashion event for top designers from the U.S., Latin America, Europe and Asia and will take place on South Beach in Miami on May 6-9. For six consecutive years, Terra has partnered with Miami Fashion Week® to bring this high profile event to a wider online audience. The site on Terra.com is available at <http://www.terra.com/mujer/fwa2006/>, and this year's exclusive auto sponsor is Mercury.

Comprehensive red carpet and runway coverage, on-demand videos, extensive photo galleries, chats with top designers and models and promotions are among some of the coverage that is available on Terra.com. Brick and click advertising opportunities are integrated, as Terra will host a cyber lounge at Miami Fashion Week® that will allow guests online access during the event.

"Terra.com's strength is that we consistently offer relevant, best-in-class content to our audience across all channels. Mercury's sponsorship leverages our fashion coverage, which features some of the world's top Hispanic and Latino designers," stated Fernando Rodriguez, CEO for Terra Networks. "Terra.com pushes the envelope and creates unique advertising campaigns and sponsorships that resonate with our audience and advertisers."

Overall, Hispanics online are a young, hip and in-the-know population, aware of the latest trends in music, technology and fashion. That said, there were 3,691,000 unique Hispanic visitors to online retail-apparel sites during February 2006, representing a 16 percent year to year increase. (Source: comScore Media Metrix, US Hispanic Service, Feb 2006).

"Our relationship with Terra Networks is a natural fit and allows us to reach the ever-growing Hispanic online audience -- especially visitors to fashion-savvy sites," said David Rodriguez, Mercury Multicultural Marketing Manager. "The Miami Fashion Week® opportunity is a great way for us to connect with potential Mercury customers who like to express their individuality through style."

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With more than 40 national and international participating designers, Miami Fashion Week® is one of the largest U.S. fashion events. In addition to two daily shows, the event averages more than 5,000 attendees and will feature business and creative seminars for both established designers and design students. Millions more will be able to access the up-to-the-minute show coverage, as well as VIP and celebrity information, online at Terra.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.

About Mercury

Mercury is a brand of the Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., which manufactures and distributes automobiles in 200 markets across six continents. With more than 328,000 employees worldwide, the company's automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Credit, Quality Care and Hertz. Ford celebrated its 100th anniversary on June 16, 2003. For more information visit www.mercuryvehicles.com or www.lincolnmercury.com/espanol.