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For Immediate Release

Terra Networks and V-me Create Innovative Sales and Content Alliance

NEW YORK and MIAMI, June 27, 2007 - Terra Networks, the leading Internet portal for the U.S. Hispanic online audience, and V-me, the new national Spanish network developed with public television, have formed a broad and innovative strategic partnership. In this unique alliance, two world-class media entities join forces for online sponsorship sales, shared content, cross-platform promotion, and the creation of packages targeting V-me's quality Hispanic demographics. In addition to representing V-me in its online sales efforts, Terra.com is also providing a wide range of operational and support services including inventory and campaign management for www.v-me.tv.

Through the alliance, the sales teams for V-me and Terra.com will create and offer new options for national clients looking to connect to U.S. Hispanics in a high-quality, uncluttered, interactive environment. The national sales effort is jointly led by V-me's Michael Ginn, senior vice president, sponsorship and sales and Terra.com's Michele Azan, vice president of sales and business development, who will work closely with V-me and Terra's programming, marketing and online teams to craft compelling and impactful packages.

"The relationship that we have established with V-me provides a unique win-win situation. The strengths and growth opportunities that both Terra.com and V-me have as separate entities become magnified when we work together," stated Michele Azan of Terra Networks. "This is a perfect marriage of online/offline content integration and provides increased opportunities for future TV-Web partnerships."

V-me and Terra.com will integrate online content to reflect and enhance V-me's lifestyle, current affairs and entertainment offer, as well as develop and offer community-enhancing tools and resources for a U.S. Hispanic audience hungry for more quality options.

"V-me is building a new national Hispanic media presence in partnership with world-class brands like Terra.com, who share our mission to reach consumers with quality TV and web content, educational programs, and events," said John Begert, V-me's chief marketing and branding officer. "Combining Terra.com's reach and expertise with V-me's innovative online presence and a TV universe approaching 30 million homes, takes our offer to a whole new level."

About Terra Networks Operations, Inc.

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 \(www.terra.com\)](http://www.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 V-me

V-me is a new national network partnered with Public TV, that entertains and educates America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour digital broadcast network is presented by public television stations and carried on basic digital cable and satellite. V-me is the first venture announced by newly formed media production and distribution company, V-me Media Inc. To find out more visit www.v-me.tv.

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