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## Univision Kicks-Off Third Phase of Civic Engagement Campaign to Encourage Voter Participation in Upcoming Presidential Primaries

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NEW YORK, Jan 07, 2008 (BUSINESS WIRE) -- Univision Communications Inc., the nation's leading Spanish-language media company, today announced that it has launched "Ve y Vota en las Primarias" (Get Out and Vote in the Primaries), the third phase of a massive non-partisan campaign to educate and engage the country's Hispanic population in the national electoral process.

In partnership with NALEO (National Association of Latino Elected Officials), Univision began airing thirty-second public service announcements (PSAs) on its broadcast network and local television stations. The PSAs feature some of the network's most popular stars - Maria Elena Salinas, Univision Network News Anchor; Raul de Molina and Lili Estefan, hosts of "El Gordo y La Flaca" (The Scoop and the Skinny); Ana Maria Canseco, co-host of Hispanic America's #1 morning show "Despierta America" (Wake Up America); Fernando Fiore, host of "Republica Deportiva" (Sports Republic); and the reigning "Nuestra Belleza Latina" (Our Latin Beauty) Alejandra Espinoza.

"Univision is deeply committed to leveraging its media assets to reach and mobilize U.S. Hispanics," said Cesar Conde, Executive Vice President & Chief Strategy Officer, Univision Communications Inc. "We are proud of the tremendous results of the campaign thus far and will continue to educate, inform and empower Hispanics to increase their participation in the electoral process."

Previous phases of the "Ya es Hora" (It's Time) campaign include "Ya es Hora, Ciudadania" (It's Time, Citizenship), which succeeded in generating 1 million citizenship applications from January through October of 2007 and "Ya es Hora, Registrate" (It's Time, Register), encouraging people to register to vote in time for the Presidential primary elections.

"Ya es Hora" is a historic Latino civic participation campaign. It represents the largest and most comprehensive effort to incorporate Hispanics as full participants of the American political process. The national effort is led by Entravision Communications, ImpreMedia, Mi Familia Vota Educational Fund, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, National Council of La Raza (NCLR) and Univision Communications Inc.

Univision.com is empowering Hispanics with the online resources they need to make their votes count. As part of the "Ya es Hora, Registrate!" campaign, Univision.com (keyword: Elecciones) has a dedicated epicenter with vital information, interactive tools, and registration how-to's. Local mini-sites are also posting registration dates and featuring articles that urge Hispanics to voice their opinions by voting.

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 64 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](http://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.

For more information, please visit [www.univision.net](http://www.univision.net).

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