



Fox Sports en Español is Driving the Passion of Sports

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Network Takes 2011 Upfront to Advertisers across the Country with a Custom Branded Mobile Theatre

Business Wire

NEW YORK -- April 01, 2010

Fox Sports en Español, the country's top Spanish-language sports brand, announced today its first-ever national tour, taking the 2011 Upfront to advertisers across the country in a custom branded mobile theatre. The network is driving the passion of sports to each city by offering an unprecedented experience to attendees. An expandable trailer will transform into a mobile showroom with stadium seating, and guests will be treated to a multimedia presentation on exciting programming for the broadcast year ahead, a live performance from stand-up comedian Monique Marvez, and an outdoor party complete with competitive games.

"We welcome the opportunity to truly change the upfront game," said Tom Maney, Senior Vice President of Advertising Sales for Fox Sports en Español. "By taking our Upfront directly to advertisers in their hometowns, we're creating a high-impact environment to experience our brand first-hand, and discuss ways we can incorporate them into our exclusive content."

On a total day basis, Adults 18-49 watching Spanish-language cable increased 42% from 2008 to 2009. Given the focus on sports in this landmark year, and our distribution reaching nearly 6 million Hispanic Households, the network is well positioned to continue its upward trajectory.

This year, advertisers can also get a head start on the annual Fox Sports en Español Scavenger Hunt by signing up at Upfront events in each local market. The interactive and communal Scavenger Hunt will pit the country's top advertising professionals against each other in a fun, experiential contest to win a variety of exciting prizes. For more information, please visit www.fsescavengerhunt.com.

"With the entire media and sports communities in a frenzy over the excitement of 2010 World Cup, we feel uniquely positioned to provide fans with the expert commentary and in-depth analysis they've come to expect from us," said Raul de Quesada, General Manager of Fox Sports en Español. "This commitment to our viewers keeps us at the helm of Hispanic sports cable."

Key highlights from the network's 2011 programming include the return of exclusive Spanish-language rights for prestigious international soccer properties such as UEFA Champions League and Copa Santander Libertadores, InterLiga, Major League Baseball regular season, League Championship and World Series, Top Rank Boxing and the Ultimate Fighting Championship (UFC).

Adding to the stable of original programming, Fox Sports en Español has also recently launched La Hora de Cuauhtemoc Blanco and the daily interactive show, Tribuna Fox Sports.

At each Upfront event, Fox Sports en Español will also highlight the return of its promotion El Sueño de Tu Vida, the only national tour that enables Mexican League and MLS teams to scout Hispanic soccer talent. In just two seasons, the program has secured over 100 formal try-out invitations from Mexican professional teams for 62 amateur Hispanic players across the country, 14 of which have signed professional contracts with Mexican teams. This annual tour creates national media attention for sponsors at a local level.

The schedule for Fox Sports en Español's 2011 Upfront is as follows:

City	Date
Los Angeles	April 22, 2010
Chicago	May 4, 2010
New York	May 6, 2010
Miami	May 13, 2010

About Fox Sports en Español

Reaching more than 14 million cable and satellite households in the country, of which over 5 million are U.S. Hispanic Households, Fox Sports en Español is the leader in Spanish-language sports media. We feature premier soccer programming with exclusive coverage of the top leagues and tournaments in Latin America and Europe; coverage of the Major League Baseball regular season, All-Star Game, National League Championship Series and World Series; championship boxing and UFC® and mixed-martial arts across four compelling media platforms. With more than 2,100 hours of live and exclusive programming, a robust web site brimming with streaming video and portable content from FSE Móvil, we are and will continue to be the first name in the U.S. Hispanic sports space.

Fox Sports en Español is distributed by Fox Cable Networks Group and operated by Fox Pan American Sports LLC, an international sports programming and production entity jointly owned by HM Capital Partners, LLC and News Corporation's (NASDAQ: NWS) (NASDAQ: NWSA) (ASX: NWS) (ASX: NWSLV) Fox Sports International. For more information, visit Fox Sports en Español online at foxsportsla.msn.com.

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