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Fox Sports en Español Hits Overdrive with Unprecedented Upfront Tour



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Fox Sports en Espanol takes the Upfront on the road (Photo: Business Wire). [View Multimedia Gallery](#)

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NEW YORK--(BUSINESS WIRE)--What do 7,310 miles, 1,462 gallons of fuel, a 92 person mobile theatre, a stand-up comedian and 500 advertisers have in common? They all played an integral part in the Fox Sports en Español 2011 Upfront tour. The country's top Spanish-language sports brand completed its first-ever Upfront national tour after taking a custom branded mobile theatre, which doubled as a traveling billboard, to four cities across the country. The interactive events included a multimedia presentation inside of the vehicle, surprise performance by acclaimed Latina comedian Monique Marvez, an outdoor cocktail party with stadium-themed food and competitive games and the launch of the network's annual scavenger hunt. Fox Sports en Español drove the passion of sports to Los Angeles, Chicago and New York, wrapping-up last week overlooking the Miami skyline on Biscayne Bay.

"Now that we've traveled across the country visiting our friends and clients, we honestly feel more energized for having embarked on this exciting journey," said Tom Maney, Senior Vice President of Advertising Sales for Fox Sports en Español. "We hope our advertisers agree that this represents a paradigm shift

in the industry, and appreciated seeing what our network has to offer by engaging with them on their own turf."

Fox Sports en Español unveiled an array of exciting developments, including new original programming, the continued rights to prestigious sporting event properties, and new and customized ways to get advertisers' brands in front of the consumer. Thirteen years after launching as the first Spanish-language sports network in the U.S., Fox Sports en Español announced that last year, it had over 1,500 hours of live and premiere soccer matches, which is more than any one, and almost more than all, Spanish-language networks combined. The network's major announcement this year was that, starting January, 2011, all FSE programming will be available in HD.

Paul Laureano, Director of Integrated Sales and Marketing announced the start of the annual Fox Sports en Español Scavenger Hunt which pits the country's top advertising professionals against each other in a fun, experiential contest to win a variety of exciting prizes. From tech toys to jewelry, this year's prizes are one-of-a-kind and the grand prize will exceed all expectations as it includes a trip for two to Europe to experience a UEFA Champions League match live. For more information, please visit www.fsescavengerhunt.com.

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

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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*.

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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* - *News*, *NWSA* - *News*; ASX: *NWS* - *News*, *NWSLV* - *News*) Fox Sports International. For more information, visit Fox Sports en Español online at foxsportsla.msn.com.

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