



Sí TV Unveils New Brand: nuvoTV

English-Language Latino Network Evolves Brand to Better Embrace Exploding Bi-Cultural Latino Population; Nielsen Ratings in October 2011

LOS ANGELES, March 14, 2011 -- As the 2010 Census results continue to reveal spectacular growth for the U.S. Hispanic population, Sí TV has launched an extensive branding and programming initiative to overhaul the network and become "nuvoTV" on July 4, 2011. The rebrand to nuvoTV will encompass a sweeping transformation of the network's on-air look and feel, and will be accompanied by an expanded programming line-up. The nuvoTV network will be bolder and more vibrant than its predecessor, while continuing to provide high-quality, original English language entertainment that speaks directly to Bi-Cultural Latinos ("BCL's"), the network's target audience since its launch in 2004.

The 2010 Census results released to date for the U.S. Hispanic population have confirmed that BCL's have gone from niche to mainstream. Data will show the group – which represents more than \$650 billion of the current \$1.2 trillion U.S. Hispanic consumer spending power – to be the fastest growing demographic in America. BCL's are in fact expected to constitute 38 million (77%) of the roughly 50 million total U.S. Hispanic population. Before the next Census in 2020, 1 in 5 Americans are expected to be Latino.

"The face of America has changed and now it's time for television to catch up. Launching nuvoTV on our nation's Independence Day symbolizes the critical role Latinos have in our country today and in the future," said Michael Schwimmer, Chief Executive Officer. "Our audience of BCL's – Hispanics born in America or who arrived at a young age – are today's leading force of cultural change and economic growth in the U.S. The nuvoTV network will stay true to Sí TV's original mission of serving culturally relevant content in English to this dynamic community, one that uniquely integrates an American lifestyle with strong bonds to a rich Latino culture", Schwimmer added.

The "nuvoTV" network brand, created by the first two letters of "NUevo" and "VOice", better reflects the network's dual cultural pillars: Latino and American, according to the announcement. "Our current Spanish name ("Sí TV") led to some confusion among potential viewers about the language of our content, which is English. We evaluated over a thousand potential names and the one that consistently registered off the charts was nuvoTV, which generated positive emotions of curiosity and excitement among both current and potential viewers," said Rafael "Rafe" Oller, Senior Vice President of Marketing.

At last week's Client Solutions Meetings in Miami, the network's senior management shared with its top advertisers and agency partners a preview of the network's new brand direction and upcoming programming line-up. These meetings were boosted by the announcement that nuvoTV will become Nielsen rated beginning in October of this year. Both advertisers and distributors who received a preview of the plans for nuvoTV have applauded the new brand direction and name selection.

Even before the upcoming rebrand this July, the network has already experienced impressive audience growth over the past 12 months, supported by its exciting original programming line-up that includes signature shows like *Model Latina* and *Latino 101*. This momentum will be further fueled by nuvoTV's launch marketing campaign. "We plan to fire on all cylinders from now to our launch date and beyond," said Oller. "Very shortly, we'll roll-out the social media and digital elements of our launch and execute our on-going marketing plans to build anticipation for the new network and generate intense viewership intent for our new original series. As we get closer to our July 4th launch, we'll also engage in aggressive, highly targeted tune-in promotional efforts on and off network for our original series. In the top Latino DMA's, nuvoTV will emerge as a powerful and clearly positioned brand."

"As the first and only English-language network for bi-cultural Latinos, we created a vibrant media company to serve our viewers, distributors and advertisers by delivering compelling and culturally relevant entertainment for the American Latino audience," added Schwimmer. "Our brand will now take an exciting

new direction in order to keep pace with the changing marketplace. Our viewers demand and deserve Latino entertainment that is contemporary and non-stereotypical, perfectly embodied by the nuvoTV brand."

The network's rebranding process began a year ago with an in-depth custom Nielsen study of the network and its audience to determine how to best attract, engage and entertain core BCL viewers. Among other findings, this study confirmed that BCL's overwhelmingly prefer to view their television entertainment in English, and are attracted to culturally relevant programming that reflects Latinos in an inclusive, multicultural world. Added Oller, "In nuvoTV, we now have the ideal name that fits both our programming strategy and our target audience. The network will be top of mind for BCL's who enjoy bold entertainment in a familiar voice."

"As BCL's, we want shows that reflect our lifestyle and Latino identity, but not within a narrowly defined cultural mirror," said Maria Perez-Brown, Senior Vice President of Programming. "We expect the best in entertainment, shows that captivate and inspire, that make us laugh and cry. Basically, we just want to see ourselves represented on the screen, but not as cardboard cutouts. The life of the Latino is rich and multi-layered. Our new shows capture that very essence."

In the prime time and late fringe dayparts, nuvoTV will continue to feature a line-up of popular original signature series, including the reality competition series *Model Latina* (currently in production for Season 4), and pop culture comedy series *Latino 101* which features a cast of comedians and celebrities. On weekends, a *nuvoTV Cinema* block will feature quality Latino films, complemented by Hollywood films that appeal to American Latinos.

The network is also in development on a number of unique series and specials from top-name producers. "Our new development slate offers the kind of compelling, culturally relevant stories that our audience is thirsty for", said Maria Perez-Brown. "Partnering with experienced and successful television producers will accelerate our goal to craft new series that will build on the network's early success and solidify our new brand."

New original series currently in production:

Operation: Osmin – Cuban-exile, mad man trainer Osmin takes 10 participants through the most grueling fitness regimen on television in this bold new series. Part intense cardio, part street fighting, part backbreaking resistance training... you name it! These body and life changing transformations will be truly riveting. Hot Snakes Media, Executive Producer Eric Evangelista (EP Discovery's *Wreck Chasers* and Travel Channel's *Ghost Adventures*).

Mission Menu – This exciting, challenge driven cooking show follows four veteran chefs and their team as they do whatever it takes – from traveling to Latin American countries to learn the local cuisine to visiting someone's home to uncover secret recipes – anything to redo a failing restaurants' menu and turn it into a raging success. Bray Entertainment, Executive Producer Chris Bray (EP of the hit series *Pawn Stars*).

PastPort – This emotionally charged series follows Latino celebrities as they each take their own powerful journey of self-discovery by returning to their families' homeland for the first time, forever changing their lives through the knowledge of where they come from. Celebrities include Wilmer Valderamma (*That 70's Show*) and Tatyana Ali (*Fresh Prince of Bel Air*). Mike Mathis Productions (TLC's *Take Home the Chef*).

ABOUT nuvoTV

nuvoTV (mynuvoTV.com), currently Sí TV, will launch on July 4, 2011 and is the first and only English-language television network created for American Bi-Cultural Latinos 18-49A.

Bold. Vibrant. Driven. From lifestyle and comedy programming to music and movies, 70% of the programming slate consists of originals, all shot in high-definition. nuvoTV will connect with bi-cultural Latinos across all platforms (TV, online, VOD, broadband, mobile), offering unique, high quality content that speaks to this audience.

nuvoTV is available in major markets including Los Angeles, New York, Miami, Chicago and San Francisco / Bay Area. Major distribution partners include AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FiOS.