



AZTECA AMERICA

NEW MEXICO GOVERNOR BILL RICHARDSON APPEARS ON AZTECA AMERICA'S INAUGURAL POLITICAL FORUM "ISSUES: CARAS Y VOCES"

FOR IMMEDIATE RELEASE

Los Angeles, October 2, 2007 – Azteca America, the fastest-growing Hispanic television network in the United States, is proud to have hosted New Mexico Governor Bill Richardson on the inaugural broadcast of “Issues: Caras y Voces” (Issues: Faces and Voices), a political forum hosted by veteran Latino journalist Armando Guzmán.

Governor Richardson is the first Latino Democratic presidential candidate with real possibilities of being part of the Democratic ticket in 2008. He has a public service history that includes US Congressman, US Ambassador to the United Nations, Secretary of Energy and currently Governor of New Mexico.

Nonetheless, during the interview for “Issues: Caras y Voces,” he asked his would-be supporters to focus on his experience instead of his ethnic heritage.

“Take a look at me. And don’t vote for me because I’m Hispanic, but rather because I have been there (in politics) for 25 years with experience, strength, pain....,” said Governor Richardson in the interview.

He also recognized that despite his Hispanic heritage, he is not well-known in his native state of California. But denied being worried.

“We still have six months to go and we have a plan for everyone to get to know us,” he said.

“Issues: Caras y Voces” features top leaders that impact the Hispanic community through one-on-one interviews conducted by Armando Guzmán. Covering the White House and the Capitol for almost two decades, Mr. Guzmán is one of the most veteran and respected correspondents in Washington. The interview forum airs every Monday evening during Noticiero Azteca America, the network news broadcast of Azteca America.

The Governor Richardson interview is part of a comprehensive schedule to profile presidential candidates from both political parties, as well as prominent independent candidates on Azteca America.

Don't Miss "Issues: Caras y Voces" Mondays during the transmission of Noticiero Azteca America, in its new timeslot at 11:00 pm / 10:00 pm CST.

About Azteca America

Azteca America is the fastest-growing Hispanic network in the United States. The network is a wholly-owned subsidiary of TV Azteca S.A. de C.V., one of the two largest producers of Spanish-language television content in the world. Azteca America currently has presence in 60 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco, Phoenix, Brownsville-McAllen, Sacramento, Albuquerque, Fresno, San Diego, Denver, El Paso, Orlando, Philadelphia, Tampa, Washington, DC, Atlanta, Austin, Las Vegas, Boston, Tucson, Corpus Christi, West Palm Beach-Ft. Pierce, Seattle, Bakersfield, Hartford-New Haven, Portland, Salt Lake City, Monterey-Salinas, Laredo, Yuma, Ft. Myers-Naples, Palm Springs, Raleigh-Durham, Odessa, Colorado Springs, Milwaukee, Santa Barbara, Lubbock, Amarillo, Oklahoma City, Wichita, Reno, Greenville-Spartanburg, New Orleans, Omaha, Tulsa, Boise, Abilene, Chico, Toledo, Chattanooga, Victoria, Twin Falls, Charleston and Sherman.

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