



**M.A.T.T. THINK TANK
FEATURED ON AZTECA AMERICA'S "ISSUES: CARAS Y
VOCES"**

FOR IMMEDIATE RELEASE

Los Angeles, Feb. 27, 2008 – Azteca America, the fastest-growing Hispanic television network in the United States, is proud to present M.A.T.T. (Mexicans and Americans Thinking Together) during this week's broadcast of "Issues: Caras y Voces" (Issues: Faces and Voices), hosted by veteran Latino journalist Armando Guzmán.

M.A.T.T. is a non-profit organization that seeks to encourage Mexicans and Americans to come together and bridge the gaps in understanding so that both communities prosper together.

"We're going to unite everyone. Then we're going to come to this site, and we'll have all the information that we need to give to Congressmen and Senators. This is what we're going to do using MATT.org," said Mr. Sosa.

MATT CEO Lionel Sosa founded the precursor to Bromley Communications, the largest Hispanic advertising agency in the U.S., and has served as a Hispanic media consultant in six Republican presidential campaigns since 1980.

"We need to do everything possible to improve the image of Latinos in the United States, because many people fear the community. They think that we (Latinos) want to change the United States, that we are out to change their community and their family. But it's simply untrue," he added.

"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 respected correspondents in Washington. The interview forum airs every Monday evening during Noticiero Azteca America, the network news broadcast of Azteca America.

Past guests of "Issues: Caras y Voces" include: New Mexico Governor Bill Richardson, California Governor Arnold Schwarzenegger, Senator Mel Martinez (R-FL), Congressman Xavier Becerra (D-CA), Senator Harry Reid (D-NV), former Massachusetts Governor Mitt Romney, Arizona Governor Janet Napolitano, Congressman José E. Serrano (D-NY), Senator Bob Menendez (D-NJ), NIDA Director Nora Volkow, ACS President Elmer Huerta, Mexican Consul Enrique Escorza and Senator Ken Salazar (D-CO).

Don't Miss "Issues: Caras y Voces" Mondays during the evening and nightly transmissions of Noticiero Azteca America at 5:30 pm EST and PST / 4:30 pm CST; and 11:00 pm EST and PST / 10:00 pm CST. Webcast repetitions are available at www.aztecaamerica.com/corporate and www.fundacionaztecaamerica.org. The forum is also broadcast in Mexico on Proyecto 40.

About Azteca America and Grupo Salinas

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 62 markets throughout the United States.

Azteca America and TV Azteca are companies of Grupo Salinas, a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, building the Mexican middle class, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas, Grupo Salinas also includes Grupo Elektra, Banco Azteca, Afore Azteca, Seguros Azteca, Grupo Iusacell and Azteca Internet.

Visit:

www.aztecaamerica.com/corporate

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