



Nuevo Mundo TV

From November on Rogers at the channel 642

Toronto, November 8th 2007 – Starting November 2007, viewers will enjoy Nuevo Mundo TV, on channel 642 of the digital service line up of ROGERS CABLE. After its warm welcome in the province of Québec, where the channel was launched on March 13th, Nuevo Mundo TV, the meeting place for Hispanics and Canadians, now arrives in Ontario.

Maria Teresa Calderón, President of the channel said “Nuevo Mundo has achieved an incredible goal by being the first 100% Spanish language Canadian channel. And with less than a year on air, it has obtained a huge welcome from the Hispanics and Canadian viewers. We are also extremely pleased to extend our horizons and to be at the disposition of the Ontarian market.” Maria Teresa Calderón also thanks ROGERS CABLE for their vision and their growing involvement in providing third language channels that answer to the needs of their ethnic communities, and the Canadians that are attracted to, in this case, the Spanish culture and language.

Nuevo Mundo TV’s team has more than a hundred people from different regions of Latin America, Spain and Canada that work passionately to bring to the screen more than 12 original hours weekly of programming. More than 200 hours of original production, product of an excellent combination of creativity, passion and team work.

Nuevo Mundo TV’s programming 24/7 is aimed at the Hispanic immigrant as well as Canadians attracted to the language & culture. Our viewers enjoy the very first «Canadian news» programmed in Spanish called Nuevo Mundo Noticias; also Talk Shows that discuss Canadian realities, documentaries, music, comedies, fashion, and culture produced in Canada . To offer the biggest hits of Spanish television, Nuevo Mundo TV has signed eight agreements with the best known TV station in Iberoamerica: V-me TV (USA), Mexico Travel Channel and Telemax (Mexico), UCV TV (Chili), Telefe and El Garage TV (Argentina), Caracol TV(Colombia), and ETB TV (Spain). More than 50 new hours per week make Nuevo Mundo TV the meeting place for Canadian Hispanic integration.





More exceptionally, in 2008, we will be organizing an original pan-Canadian talent contest inspired by various popular shows such as Canadian Idol, Star-Académie, and American Idol: Batalla de las Americas, an international talent show that will search for a new Ricky Martin here in Canada.

In Toronto, the production process has already begun, with some programs like Nuestro Hogar, X Puesto, Nuevo Mundo Noticias Ontario, NMTV Deportivo, Sexo en el Sofá, Tango para el Nuevo Mundo, Hablando de Inmigración, Gente Común, and others, which will be released at the beginning of January.

Nuevo Mundo TV is a unique opportunity for those advertisers and producers of Ontario that are aware of the importance and the potential of the Spanish reality in Canada.

Starting in November 2007, the public will have the opportunity to see and subscribe to Nuevo Mundo TV on ROGERS CABLE, channel 642. The channel will offer a free preview for the first 6 weeks.

Nuevo Mundo the meeting place for Hispanics and Canadians, and an exclusive opportunity for those who have already foreseen the growth of the Hispanic community and the Spanish lovers in Canada.

For more information, contact:

Jorge Orue

Production and commercialization manager

Tel 416-832-6470

j.orue@nuevomundotv.com

