



ENTERTAINMENT

VIVENDI ENTERTAINMENT ACQUIRES US DISTRIBUTION RIGHTS FOR TELEVISIA HOME ENTERTAINMENT

UNIVERSAL CITY, CA, January 22, 2010 – Vivendi Entertainment (VE) has acquired the US distribution rights to all of Televisa’s new DVD releases. Under the exclusive multi-year deal, Vivendi Entertainment will release at least 15 titles per year.

Televisa, the Spanish-language market leader, is renowned for creating quality television properties. They are a powerhouse in the industry with original programming on Univision that reaches more Latinos in the US than any other. They have had much success with their highly rated telenovelas and comedy icons such as *Chavo del Ocho* and *Chapulín*.

Spanish language programming on DVD has become a fixture at retailers such as Target and Walmart, who have a dedicated section in their Hispanic dominant neighborhood locations. Not only was Vivendi Entertainment instrumental in launching the telenovela category in the DVD marketplace, but they were also influential in creating these special sections at retail in the mid 2000s with titles such as *Rebelde* and *Amor Real*.

Yolanda Macias, EVP of Acquisitions and Business Development at Vivendi Entertainment commented: “We are thrilled to be collaborating with Televisa Home Entertainment (THE). Televisa is the premier brand within the Latino community and they are a perfect complement to our anchor brands in other categories. The relationship and influence they have with their consumer is unparalleled.”

“Televisa Home Entertainment is proud to partner with Vivendi Entertainment who has confirmed year after year their leadership in the Hispanic market, thanks to the strong support and professionalism they put in every title. From now on THE and Vivendi Entertainment will release all of Televisa’s content among the US market” said Maca Rotter, Executive Director of Televisa Consumer Products.

Highly anticipated upcoming titles include *Mañana Es Para Siempre* and *Sortilegio*.

Their extensive catalog of popular titles will revert to Vivendi Entertainment as they become available.

About Vivendi Entertainment

Vivendi Entertainment is a full service independent film, television, DVD and digital distribution company operating in the United States and Canada. Representing a vast range of genres including action, comedy, thriller, urban, family, fitness and stand-up comedies, Vivendi Entertainment has become a favorite distribution partner for independent content providers. The company has built an extensive catalog of over 3,000 titles, and its customer-centric business model was founded on the principles of collaboration and financial transparency. The company provides sales, marketing, and distribution services to many of the home entertainment industry's most prestigious brands including: The Weinstein Company, World Wrestling Entertainment, Classic Media, RHI, Shout! Factory, Salient, and Code Black. The company currently has *New York, I Love You* in theatrical release and will be releasing *Letters to God*, a faith-based family film, on April 9, 2010. Vivendi Entertainment is a division of Universal Music Group Distribution, the award-winning sales, marketing and distribution arm of Universal Music Group, the world's leading music company.

About Grupo Televisa, S.A.B

Grupo Televisa, S.A.B., is the largest media company in the Spanish-speaking world and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay-television networks, international distribution of television programming, direct to home satellite services, cable television and telecommunication services, magazine publishing and publishing distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, the operation of an internet portal, and gaming. Grupo Televisa also owns an unconsolidated equity stake in La Sexta, a free-to air television venture in Spain.

About Televisa Home Entertainment

Televisa Home Entertainment is Televisa Consumer Products' division that specializes in the production, marketing and promotion of Televisa's content in any video format, digital support, video games or any platform related with home entertainment. Televisa Home Entertainment's catalogue is reinforced by Televisa's top registered ratings and well known production values that assure the products quality and success. It has over 400 titles including: telenovelas, TV shows, series, movies, documentaries, animation, specials and kids shows.