



MensajeTV is Ready to Roll Out as the First Internet Television Network Created Especially for Latinas in the United States

MensajeTV.com will provide its audience with an abundance of content focused on faith, cooking, lifestyle, health, nutrition and more

Miami, FL – May 13, 2008 – MensajeTV, the nation's first provider of interactive Internet television expressly for Latina women, is gearing up to launch a broadband channel and social networking site in July 2008. MensajeTV will provide today's aspiring Latina woman with endless hours of video, audio and textual information designed to enhance her busy life. Programming includes scheduled and on-demand Christian and Catholic-based content as well as shows about family, health, nutrition, exercise, beauty, parenting, cooking, heritage and much more.

"The Latino population is increasingly large and diverse, and the media directed to Hispanics can no longer be one size/offering fits all. MensajeTV is a major leap forward in the diversity of options available to Latina audiences," says Dr. Federico Subervi, member of MensajeTV's Advisory Council and leading expert in Latinos and the media in the United States. In a recent Latino study published by AOL, Spanish respondents stated that they consume two-thirds of their on-line content in English due to the lack of Spanish-language options. Additionally, the study confirmed that on-line U.S. Hispanics regularly combine TV and Internet to enrich their media experience and would like to see more on-line options in Spanish.

"MensajeTV caters to specific interests previously not easily or at all available via the small screen. The topics and issues covered by MensajeTV reflect the values of this population, which will no longer have to compromise its core culture as it seeks how to best modernize and adapt to the American society at large," he says. Today, MensajeTV is comprised of three different channels that focus on different areas of the viewer's life: Mensaje Divino, Mensaje Cocina y Cultura and Mensaje Salud. Each channel is geared towards filling a void for the availability of Spanish-language content on the web and focuses on elements which are the bedrocks of a Latina woman's influence: faith, lifestyle and well-being.

Mensaje Divino is a tapestry of spiritually based organizations, offering charismatic sermons, daily devotionals, inspirational messages, Spanish Christian music, family forums and youth ministry activities. Mensaje Cocina y Cultura features a veritable feast of Latino chefs who provide thoughtful instruction, expert tips and easy-to-download recipes and ingredient lists to IPTV set top boxes, PC's and mobile phones as well as the vibrancy of Latino culture by offering engaging programming on parenting, home and decorating, crafts, gardening, holiday ideas, travel and more.

Hispanic viewers have a keen interest in health issues, and Mensaje Salud provides a portal for U.S. Hispanic audiences that gives them access the latest news concerning their health and nutrition. Through a special partnership with UnBuenDoctor.com, Mensaje Salud allows users to access thousands of articles that pertain to their well being and is available in Spanish whenever they need it. "We realize how important is to have access to useful information regarding health and nutrition. Our community is lagging behind when it comes to these services. UnBuenDoctor.com is proud to partner with MensajeTV to expand the reach of this information which will, hopefully, help to mitigate the health information gap in a culturally sensitive environment," says Founder of UnBuenDoctor.com, Carlos Mauricio Olea.

About MensajeTV

MensajeTV is an on-line television network serving the U.S. Latina community, delivering high-quality, bilingual video content for a burgeoning Spanish-speaking audience. A beta site was launched in December 2007. Under its flagship network MensajeTV is developing four channels — Mensaje Cocina, Mensaje Cultura, Mensaje Divino and Mensaje Salud. Today we combine Cocina and Cultura as one. MensajeTV is a subsidiary of Corporate Broadcast Company, Inc.

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