



**NUVOtv and JENNIFER LOPEZ
ANNOUNCE 2013-2014 PROGRAMMING SLATE
AT MAY 15 UPFRONT EVENT**

LOPEZ APPOINTED CHIEF CREATIVE OFFICER OF NETWORK

NEW YORK, MAY 15, 2013 — NUVOtv, the first and only English-language cable network for U.S. Latinos, held its upfront event today at the Edison Ballroom in New York City where the network announced an exciting and expansive new programming lineup that kicks off on July 18th. Artist, entrepreneur, and NUVOtv creative and business partner Jennifer Lopez took the stage as the network's newly appointed Chief Creative Officer. The network also revealed a rich new on-air look to complement deeper investments in programming and marketing.

In her new key role, Lopez joined NUVOtv's Chief Executive Officer, Michael Schwimmer, Head of Programming Bill Hilary and Senior Vice President of Advertising Sales Craig Geller to present the network strategy, target audience research, and robust programming lineup.

"Latinos are a force in this country. We are an engine for growth – we have huge economic power and unprecedented political and cultural influence and it's time for television to reflect who the modern Latino actually is – not who we are believed to be - not who we may have been - but who we are now," said Jennifer Lopez.

PROGRAMMING

JENNIFER LOPEZ BIOGRAPHY SPECIAL (working title)

Kicking off the programming announcements was ***THE JENNIFER LOPEZ BIOGRAPHY SPECIAL (working title)***, an exclusive 90-minute marquee event with unprecedented intimate access into the personal life and career of this inspiring artist and powerhouse entrepreneur, with Jennifer Lopez acting as Executive Producer and Nuyorican Productions leading production.

GOTTA DANCE - a never seen before behind-the-scenes look at the lives of professional back-up dancers on world tour with global icon and entertainer, Jennifer Lopez. This docu-series follows the journey of eight professional dancers performing night after night, across the continents, giving it their all, falling in love, dealing with injury, as they pursue their ultimate passion for dance.

RODNEY'S JOY - a, docu-series featuring Grammy award-winning producer, Rodney "Dark Child" Jerkins, producer for some of today's hottest stars (Jennifer Lopez, Lady Gaga, Rhianna and many others), who is married to Joy Enriquez, a Mexican American former pop-star who put her promising career on hold to raise a family. Now, Rodney is tasked with the challenge of reigniting his wife's music career as he balances life with Joy's extended family, all living under one roof.

ORIBE - a docu-series set in the Latin style mecca of Miami, showcasing the life and times of controversial Cuban-American celebrity hairstylist Oribe Canales. Oribe's legendary career has spanned decades and

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caused sensational success for such clients as Jennifer Lopez, Naomi Campbell, Gianni Versace, Heidi Klum, and Karl Lagerfeld.

ANJELAH JOHNSON - *The Homecoming Show* - A hilarious, exclusive, one-hour comedy special featuring comedian, actress and YouTube sensation Anjelah Johnson of Bon Qui Qui and “Nail Salon” fame.

STAND UP AND DELIVER - side-splitting comedy program showcasing current, top Latino comics, hosted by Julissa Bermudez and Jose Sarduy. The half-hour show will feature Dillon Garcia, Richard Villa, Simply Cookie, Alfred Robles and many more.

MARIO LOPEZ: *One-on-One* - a Hollywood insider interview format show featuring a broad array of influential Latino superstars. Mario sits down with good friend Eva Longoria along with comedian George Lopez; international singing sensation and icon, Gloria Estefan; music artists Pepe Aguilar and Juanes, as well as other revered Latino figures.

NUVOtv has also partnered with LEG Productions to produce an amazing 30 hours of Latino comedy over the next year. The network will provide new platforms for both the biggest names in entertainment and the up-and-coming fresh faces in the Latino community. A quarterly Latino film festival on NUVOtv will highlight both successful and up and coming Latino film directors, writers, and producers.

Chief Executive Officer Michael Schwimmer said, “This upfront marks just the beginning of our aggressive plan to take NUVOtv’s programming and marketing to the next level. Our partnership with Jennifer Lopez, combined with greater network awareness and programming investments, boosts our leadership in this critical category of Latino entertainment and provides advertisers with a more modern, innovative approach to the US Latino audience.”

Craig Geller, Senior Vice President of Advertising Sales, added “NUVOtv is poised for another year of substantial growth. Our appeal to advertisers has never been stronger with a growing and influential audience, richer programming and, of course, the obvious benefits associated with having Jennifer Lopez as our creative and marketing partner.”

Head of Programming Bill Hilary, noted, “This is our most aggressive programming slate to date. NUVOtv is fortunate to work with Nuyorican Productions and other premier production companies and on-air personalities in the country. Our original programming will deliver unique stories that appeal to both our target Latino audience as well as the broader viewing public who will appreciate our shows’ strong entertainment value and enjoy new stories with a fresh perspective.”

NUVOtv’s new on-air look revealed a progressive, sleek new logo and color palette along with the tag line – **We Are It**. Rebrand initiatives launching July 1 also include a full-refresh of the network website www.mynuvotv.com and heavier program integration of NUVOtv talent and network partners.

The network offers contemporary stories with a Modern Latino influence - multi-dimensional, multicultural and multi-generational – no stereotypes. The entertainment is dynamic, energized by talent established and new – celebrating and influencing America’s life and culture. The voice and vision is genuine, embracing the beauty of life – rough-edges and all – with a sexiness that is real - not plastic - and humor that is at times irreverent but always true.

About NUVOtv

NUVOtv (www.myNUVOtv.com) is the first English-language television network created for U.S. Latinos. It embodies the spirit and multi-dimensional lifestyle of the modern Latino audience. From fashion and

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comedy to music and movies, NUVOTv delivers compelling, culturally relevant Latino content in English across multiple genres.

NUVOTv is currently available in more than 32 million homes nationwide with major distribution partners: AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FIOS. The network is widely available in the top 15 Hispanic DMAs and most other major US markets including Los Angeles, San Francisco, Miami, Chicago and New York.

About Jennifer Lopez/Nuyorican Productions

Actress, entertainer, music artist, film and TV producer, fashion designer, entrepreneur and humanitarian, Jennifer Lopez has been called one of the most powerful and celebrated celebrities in entertainment. Forbes Magazine named her the #1 Most Powerful Celebrity in the World in 2012. With an unmatched global appeal, Lopez has racked up more than \$1.4 billion in worldwide box office receipts (Box Office Mojo). She is an award-winning TV personality through participation on “American Idol,” the #1 Most Watched U.S. television series of 2010 - 2012. The Jennifer Lopez brand has achieved historic and record breaking proportions and her fragrances have become the most successful celebrity line in the world with sales exceeding \$2 billion.

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**NOTES: NUVOTv upfront event photos are available at www.facebook.com/nuvotv
and NUVOTv upfront event video is available at www.youtube.com/mynuvotv**

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