

# RELEASE EMBARGOED UNTIL MONDAY, MAY 13, 6AM ET



**TELEMUNDO**

## **TELEMUNDO MEDIA UNVEILS ROBUST SLATE FEATURING OVER 1,000 HOURS OF NEW, ORIGINAL CONTENT ACROSS BROADCAST, MOBILE AND ONLINE PLATFORMS**

**The #1 Producer of Spanish-Language Primetime Programming Greenlights Five Telenovelas, Two Daytime Series, Plus a Second Season of the Hit Competition Series, 'La Voz Kids'**

**Telemundo Teams Up With Ryan Seacrest Productions For "Superstar Showdown," A New Variety Series Featuring Iconic Performers Competing in a Head to Head Musical Battle**

**Telemundo Adds 110 New Advertisers; Delivers Eight Share Point Growth Season to Date Fueled By Best Ever Q1 Results in Network's History**

NEW YORK—May 13, 2013—At Telemundo Media's annual Upfront presentation, being held tomorrow (May 14<sup>th</sup>) at New York's Frederick P. Rose Hall, home of Jazz At Lincoln Center, network executives will announce a vibrant lineup of new and returning programming for 2013-2014. Featuring over 1,000 hours of new content, including five telenovelas and two daytime series, the new slate announcement was made on the heels of the network delivering its highest rated quarter ever in the first quarter of 2013, according to Nielsen data. Coming off a record breaking 20 percent growth in the 2012-2013 Upfront, Telemundo Media has added over 110 new advertisers to date. Currently the #6 broadcast network regardless of language, the network also reported it has grown eight share points season-to-date during Monday to Sunday primetime.

The network will announce that **"La Voz Kids,"** the hit singing competition series, which delivered the #1 reality series premiere in the network's history, will return for a second season. Additionally, Telemundo will unveil five, new primetime telenovelas: **"Dama y Obrero"** (Lady and The Worker), **"La Impostora"** (The Imposter), **"Reina de Corazones"** (Queen of Hearts), **"Santa Diabla"**—working title (Holy Devil) and **"Camelia la Tejana"** (Camelia The Texan). The daytime slate will include **"Suelta La Sopa"** (Tell Me More) and game show **"Entre Grandes Y Chicos"** (Kids vs Grownups). The network will also produce **"Superstar Showdown,"** a new variety competition show in association with Ryan Seacrest Productions. And Telemundo's weekly sports show, **"Titulares y Mas,"** will now air weekdays Monday-Friday at 11:35pm ET.

The network's lineup underscores Telemundo's ongoing commitment to offer fresh, original stories that reflect the duality of the U.S. Hispanic audience. Telemundo Media also announced last week the launch of FLUENCY, a new multiplatform studio that will develop and produce premium programming for bilingual audiences. The new Los Angeles-based studio is currently in production on **"La Buena Mala,"** (The Good, Bad One) a romantic comedy with a fantasy twist featuring Angelica Celaya and John Ecker; and **"ISA,"** a science-fiction coming of age mystery.

"Telemundo Media is committed to being the best Spanish-Language media company in the U.S. and the number one producer and distributor of original Spanish-language content in the world," said Emilio Romano, President, Telemundo Media. "Thanks to a clear strategy, the best executive team in the industry and Comcast and

NBCUniversal's support, our investments are clearly paying off, as the network experiences its best year ever and remains the fastest growing network regardless of language."

"Telemundo's momentum in the marketplace is undeniable and given the unprecedented growth of the Hispanic audience, we see only a robust future for our content and for our clients," said Jackie Hernandez, Chief Operating Officer, Telemundo Media. "There is an enormous appetite for our brands and we are proud of the innovative, multi-platform solutions we have created for our advertising partners – programs that allow them to engage with our passionate viewers in a deep and meaningful way."

## **PROGRAMMING**

An overview of new series and programs are listed below:

### **NEW TELENOVELAS**

**“Dama y Obrero”** features Ignacia, a young engineer who works in a large construction company owned by her boyfriend Tomás. Ignacia and Tomás have been together for a long time and finally decide to get married, although Ignacia could never imagine the kind of man Tomás really is. Days before the wedding, they have a heated argument, and Ignacia decides to leave town and have some time to herself. From there, she meets Pedro, a man who appears to be wealthy and with whom she spends an unforgettable weekend. However, Ignacia knows she is only living a dream, a pause in her life, so the next morning, Pedro wakes up to find a note from Ignacia but with no trace of how to find her. Regretting what has happened, she goes back home where Tomás is waiting for her with an offer for an impressive promotion at his company and expects that this will make her forgive him. When Ignacia, now in a powerful position, discovers that Pedro is an average construction worker, the two will find that despite having every reason on earth not to be together, they will love each other despite prejudice, differences and rejection that threaten to pull them apart.

**“La Impostora”** is an endearing romantic story with a touch of classic melodrama, set in Playa del Carmen, the heart of the Mayan Riviera. The story follows the adventures of Blanca Guerrero, a good-looking and witty aspiring actress who makes a living as a waitress in a picturesque restaurant that caters to tourists. Blanca gets her big break when she is hired by famous Hollywood actor Adriano Ferrer to pose as Victoria San Marino, a millionaire investor from New York. In this role, she will infiltrate the powerful Altamira family with the secret intent of discovering the whereabouts of a son that Adriano had twenty years before with Alexandra, a now-deceased daughter of the Altamira. Adriano's scheme is put in jeopardy when Blanca falls in love with Eduardo, the handsome and charismatic scion of the Altamira clan.

**“Reina de Corazones,”** set amidst the glitz of Sin City, is the story of Reina and Diego, a young couple madly in love and about to get married in Las Vegas. Tragically, when the groom never shows up for the wedding, a devastated Reina faints at the doorstep of the chapel upon learning that her beloved has been fatally shot. When Reina comes to and opens her eyes again, she realizes that the chapel is no longer the same, she is now in a majestic church, with hundreds of guests seated awaiting a splendorous ceremony and the groom waiting for her at the altar is not her Diego, but Victor, a powerful gangster. Many secrets are revealed as Reina discovers she has forgotten the last five years of her life and tries to put the pieces of the puzzle back together.

**“Camelia la Tejana”** is inspired by a song of the same name from the legendary Mexican regional music band Los Tigres Del Norte, the same tune that inspired one of the most successful stories ever told on Spanish-language TV, “La Reina del Sur.” The story begins in the 1970s and is centered around Camelia, a young, innocent and beautiful woman who tries to escape from one of Mexico's most powerful drug lords, Don Antonio. While fleeing her small town,

Camelia encounters love in Emilio Varela, a man who will turn out to be Camelia's greatest betrayer. It is because of Emilio that Camelia embarks down a criminal path that would change her life forever, but after he betrays her, Camelia vows to make him pay. Camelia's strength and character will make her a legend, but first, she will become the most wanted woman on both sides of the law and the border between the U.S and Mexico.

**"Santa Diabla" (WT)** centers on a dramatic twist of fate that leads Santa Martinez to live the worst of nightmares—the loss of her husband, following an obsessed woman's terrible plot to destroy him. Santa is driven to devise a plan for the "perfect" revenge. The flaw in her plan will arise when she realizes that love is, once again, knocking on her door. That is when she will have to choose whether to sacrifice love or the revenge she fought to have.

## **NEW DAYTIME**

**"Suelta la Sopa"** is a daily celebrity-driven gossip series in which a team of paparazzi will deliver insider news and headlines that will have viewers buzzing about the celebrities they love. "Suelta la Sopa" will feature the day's top stories from the world of entertainment and celebrities, as well as exclusive scoops scored by a team of paparazzi crews all around the U.S. and Mexico. The show's resident celebrity experts and hosts will dish on all the latest gossip, adding their own distinctive banter and commentary along the way. For fans that can never get enough of their favorites stars, the series will also offer exclusive digital and mobile content around the clock!

**"Entre Grandes Y Chicos"** is a brand new game show in which adults compete against kids in wacky role-reversal games to see what it's like from each other's perspectives. The show also includes light-hearted banter to spark conversation between kids and adults on a variety of topics, all in the spirit of understanding each other better. Humor and good-natured fun for the whole family are the name of the game on "Entre Grandes y Chicos!"

## **NEW ALTERNATIVE**

**"Superstar Showdown" (WT)** is a spectacular showdown between two well-known music icons who go head to head in a friendly music battle royale. The variety-competition show, produced in association with Ryan Seacrest Productions, will feature performances by some of today's top talent. Each week the two artists will face off in four rounds of music-based games and sing-offs. The audience will vote after each round to determine a winner, but the results for each round are not revealed until the very end of the show. Mystery acts, guest performers, dancers and a variety of surprising twists will have audiences cheering for this musical competition unlike anything ever seen before!

## **MUN2 PROGRAMMING**

The Hispanic cable network announced its returning original and new series in April, including the premiere of three new original reality series, three original, weekly music programs, and three new mun2/Telemundo Deportes sports properties, which include airing over 60 matches of the Barclay's English Premier League.

New original reality series include: **"Viva Los Vargas,"** a one-hour celebrity docu-reality series following the life and journey of two-time world boxing champion Fernando Vargas and his family; **"Reinas de Reality,"** an outrageous one-hour docu-reality series following close friends and outspoken real estate partners Jackie Mateos and Liz Perez; and **"Horoscopos,"** an hour long Hispanic celebrity docu-reality series following sisters Vicky and Marisol Terrazas, the lead singers of leading regional Mexican group Horoscopos de Durango.

On the music front, mun2 renewed **"Reventon,"** the one-hour weekly music show on the pulse of the Mexican-American experience, hosted by Yarel Ramos & La Bronca; **"Al Tiro Con La Bronca,"** the new weekly program featuring mun2 personality and radio host La Bronca, and her vivid commentary on love, fashion, life and the opposite sex; and mun2 host Guad leads **mun2POP!** a one-hour, weekly original music, celebrity and movie series.

In sports, mun2 and Deportes Telemundo present **“Barclays English Premiere League,”** the most watched futbol league in the world, in a two-hour live soccer series starting in August, with over 60 games exclusive to mun2 and broadcast in Spanish; **“Sports Briefs,”** daily 25-second highlights and news from major sports, such as Soccer, MLB, NBA, NFL, MMA and Boxing for mun2 viewers; and **“Mas Rumbo Mundial,”** a half hour live post-game show hosted by Deportes Telemundo’s Sammy Sadovnik and Andres Cantor with field reports from Kaziro and participation from Karim Mendiburu and Jessi Losada.

## **ABOUT TELEMUNDO MEDIA**

Telemundo Media, a division of NBCUniversal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo’s multiple platforms include the Telemundo Network, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 14 owned stations and its broadcast and cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching TV households nationwide on digital and analog cable, and satellite; Telemundo Digital Media, which distributes Telemundo’s original content across digital and emerging platforms including mobile devices, [WWW.TELEMUNDO.COM](http://WWW.TELEMUNDO.COM) and [WWW.MUN2.TV](http://WWW.MUN2.TV); an owned and operated full power station in Puerto Rico that reaches 99% of all TV households in that DMA; and Telemundo Internacional, the international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

###

Contact:

Michelle Alban  
Vice President, Corporate Communications & Public Affairs Telemundo  
305-889-7585  
[michelle.alban@nbcuni.com](mailto:michelle.alban@nbcuni.com)

Kelli Stich Mills  
Executive Vice President, FerenComm for Telemundo  
(212) 983-9898  
[kellis@ferencomm.com](mailto:kellis@ferencomm.com)

Mozell Miley-Bailey  
Vice President, FerenComm for Telemundo  
(212) 983-9898  
[mozellb@ferencomm.com](mailto:mozellb@ferencomm.com)