

MEDIA UPDATE

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MTV Tr3s Returns To Fiesta Broadway

With Top Stars of Reggaeton, Latin Pop and Kumbia Pop

Wisin y Yandel, Cruz Martinez y Los Super Reyes, Kat de Luna and Tony Dize to Perform at 7th & Hill for Fiesta Fans

Los Angeles, CA – (April 2, 2008) –MTV Tr3s will again bring the music that gets young Latinos moving to a musical stage at the 19th Annual AT&T Fiesta Broadway presented by State Farm Insurance which is scheduled for Sunday, April 27th in downtown Los Angeles.

Headling the MTV Tr3s stage at 7th and Hill will be the Latin GRAMMY nominated Reggaeton duo **Wisin & Yandel**. □ With over three million albums sold worldwide, the duo's latest album, “Wisin VS. Yandel Los Extraterrestres” features the hugely popular “Sexy Movimiento” that has fired up dance floors across the country and maintained the #1 spot for 10 weeks in a row on the Latin Rhythm charts □ Their earlier hits including “Rakata”, “Yo Te Quiero”, “Pam Pam” and “Pegao” all sat on Billboard’s Top 10 for several consecutive weeks making □ Wisin & Yandel the first Latin artists to ever chart four songs in the Top 10 simultaneously.

Cruz Martinez y Los Super Reyes will also thrill music fans on the MTV Tr3s stage. The group’s latest single “El Rey” is currently climbing the radio charts and their album “El Regreso de los Reyes” has topped the sales charts since its release in August.

Kat DeLuna, the young-Latina-on-the-rise, will bring her Latin and urban influenced pop crossover act to the MTV Tr3s stage and perform her chart-topper “Whine Up” among other hits. Kat was the MTV Tr3s “Descubre & Download” artist in 2007 and has since been nominated for a Billboard Latin Music Award in the category of Latin Dance Club Play Track of the Year. Kat’s debut single, “Whine Up” featuring Elephant Man is a certified GOLD single and was the top selling single on iTunes Latino in 2007.

Tony Dize, loved by music fans for his break-out hit “Quizas”, rounds out the list of artists performing on the MTV Tr3s stage.

“We are very happy to bring Fiesta Broadway fans this exciting musical line-up. This year’s show is a reflection of the music mix on MTV Tr3s, mix of pop, urban and crossover music, that deeply connects with our young Latino audience. Fiesta fans will experience an unforgettable event,” says Jesus Lara, Senior Vice President of Music and Talent for the network.

Lara added that a fifth act will be added to the MTV Tr3s Fiesta Broadway line-up and announced in the coming weeks.

MTV Tr3s L.A. affiliate KBEH-TV Channel 63 will kick things off with a youth-oriented fashion show and conduct a SuperPrize Give-away from the stage at the end of the day.

The station will also have a booth on the Broadway corridor where prizes will be given away throughout the day.

In addition to top musical performers, Fiesta fans can look forward to meeting MTV Tr3s personalities L.Boogs and Karli Henriquez and get “insider” information on some of the network’s most popular shows such as “Sucker Free Latino and “Karlifornia.” Karli and L Boogs will also host a one hour Tr3spass "Fiesta Broadway" special highlighting the event and the performances at May 3rd at 2 PM.

KBEH “LA 411” VJ Chuey Martinez will also be on hand for all the action.

Last year MTV Tr3s brought a powerful and youthful presence to Fiesta Broadway with amazing performances by Calle 13, Jennifer Peña, Reik, Malverde, and Ozomatli which brought out record crowds of young people for the first time in many years.

The MTV Tr3s stage is located in the heart of downtown Los Angeles that will be soon revitalized by the recently announced “Bringing Back Broadway” project aimed at revitalizing the historic downtown and business district.

Since launching in September 2006, MTV Tr3s (<http://www.mtvtr3s.com>) has become the most widely-distributed TV network dedicated to superserving today’s bicultural Latino youth and is currently seen in 6.2 million Hispanic TV households and 31.9 million total TV households. Music programming is at the core of MTV Tr3s and the channel features hitmakers, emerging artists and new sounds that resonate with young U.S. Latinos and celebrate their hybrid identity and culture.

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MTV Tr3s returns to the streets of downtown L.A. in celebration of “Cinco de Mayo” when they host their stage on 7th & Hill at the Fiesta Broadway festival. Featured artists include Wisin y Yandel, Kat de Luna, Cruz Martinez and Tony Dize.

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