



MEDIA UPDATE

FOR IMMEDIATE RELEASE

MTV TR3S ADDS ADDITIONAL LATINO POP AND URBAN ACTS TO FIESTA BROADWAY LINE UP

Malverde and Prima J join Wisin y Yandel, Cruz Martinez y Los Super Reyes, Kat de Luna and Tony Dize as Performers at 7th & Hill on April 27th

Pee Wee to Make Special Appearance

Los Angeles, CA – (April 21, 2008) – MTV Tr3s is turning up the volume on the Latin pop and urban sounds it's bringing to the 19th Annual AT&T Fiesta Broadway presented by State Farm Insurance by adding performances by two hugely popular artists and a special appearance by an audience favorite to its powerhouse line up at the corner of 7th & Hill: **Malverde** and **Prima J** along with a special appearance by **Pee Wee**.

Pee Wee, the road-tested veteran of two successful groups, Kumbia Kings and Kumbia All Starz (with whom he charted hits such as "Sabes a Chocolate," "Dulce Niña," "Chiquilla," and "Speedy Gonzalez"), will join the Fiesta Broadway party in a special appearance on the MTV Tr3s Stage. Pee Wee will soon be seen as the host of "Bust a Ritmo" on MTV Tr3s when it premieres on June 16th at 4 PM and 9 PM.

Malverde, the West Coast Mexican hip hop artist whom MTV Tr3s music executives call the "Latino Kanye West" will offer Fiesta fans his unique brand of poetic hip-hop that pays tribute to the Mexican folk hero he's named after. Jesus Malverde, the artist, was born in Coachella, California. Growing up in a town mostly consisting of Mexican farm laborers, opportunities weren't the best. His salvation was his education, a B.A. in Political Science, and his poetry. Malverde is currently being featured at the MTV Tr3s "Descubre & Download" artist.

Rounding out the expanded MTV Tr3s line up is **Prima J**, the Mexican American duo formed by cousins Janelle Martinez and Jessica Martinez. Prima J made its debut in 2007 with the hit single and video "Rockstar" which reached #1 on the Mi TRL countdown for three weeks.

Headlining the MTV Tr3s stage at Fiesta Broadway will be the Latin GRAMMY nominated reggaeton duo **Wisín & Yandel**.

Also performing will be kumbia pop artist **Cruz Martínez y Los Super Reyes**, Latin and urban influenced pop crossover act **Kat DeLuna**, and reggaeton artist **Tony Dize**.

MTV Tr3s will air a one hour Tr3spass "Fiesta Broadway" special, hosted by Karli Henriquez and L. Boogs, highlighting the event and the performances at May 3rd at 2 PM.

MTV Tr3s L.A. affiliate KBEH-TV Channel 63, will kick things off with a youth-oriented fashion show sponsored by Mervyn's and have Redbull stunt performers in between acts. They will also conduct a SuperPrize Give-away from the stage at the end of the day.

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 that brought out record crowds of young people for the first time in many years.

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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