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NEW NATIONAL CABLE TELEVISION NETWORK AIMED AT AMERICAN BI-CULTURAL LATINOS DEBUTS

Wilde Media Network Now Available Online, 2013 Cable Television Launch Planned

PHILADELPHIA, PA—January 30, 2012—Wilde Media Network, a new national cable television network aimed at American bi-cultural Latinos, today announced that it is officially available online at WildeMediaTV.com and will be available in major media markets on television by 2013.

Wilde will target English-speaking, American bi-cultural Latinos ages 18 to 49. The network will provide programming dedicated to entertaining and informing today's English-speaking Latino audience. With original programming from game shows to reality TV, to cooking and travel shows, Wilde will deliver quality programming that celebrates Hispanic American culture for the whole family to enjoy. Its first original program, *The Georgette Miller Show*, will officially launch digitally on Sunday, February 5, 2012, providing viewers with real-world information on personal finance, bankruptcy and tips for living a debt-free life.

"Latinos are the fastest growing segment of the U.S. population, yet when you turn on the television, there is a lack of quality programming all in one place that speaks to this audience," said Emilia Andrews, CEO and founder of Wilde Media Network. "Being Hispanic in America today means more than speaking Spanish, and Wilde has created programming that celebrates this culture in a way that resonates with today's Hispanic American population."

From lifestyle and exercise to sports and cooking, Wilde's line-up will include 70 percent original programming all shot in high-definition by Beholder Productions. In addition to *The Georgette Miller Show*, WildeMediaTV.com will also feature *Hideaways*, a travel show hosted by Claudia Gallelli; and

IMPACT, a business-focused newsmagazine program. The network is currently in negotiations with major distribution partners for its upcoming cable television launch in 2013.

Born in the U.S. to Argentinian immigrants, Andrews is a leader in broadcast television and has received dozens of awards as a producer, executive producer, and program creator. She is a judge for the National Gracie Awards and is a Silver Council Member of the Telly Awards. Andrews is also a board member of the Alliance for Women in Media.

To learn more about Wilde, please visit WildeMediaTV.com.

About Wilde Media Network

Wilde Media Network is a new national cable television network aimed at American bi-cultural Latinos. Wilde will provide programming dedicated to entertaining and informing today's English-speaking Latino audience (18-49A).

Wilde Media TV will be available in major markets beginning in 2013. For more information, please visit www.wildemediatv.com.

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