

Did You Know?

Univision ranks as the No. 4 broadcast network in primetime, beating CBS and CW among adults 18-34. It also ranked as the No. 1 network on three nights, and out delivered ABC, CBS, NBC, or FOX on 25 out of 27 nights, or 93% of the sweep period for the same demo, and 10 out of 27 nights, or 37% of the time among adults 18-49.

Source: Nielsen Television Index Feb 2008

"The Customers Always Write"

"For the last three years our marketing campaign in Tampa has been developed using Univision-TeleFutura as our main marketing media. We have found it to be the most cost effective publicity in the Hispanic Market. I highly recommend Univision Tampa to anyone interested in expanding their business and promoting their products and/or services."

- Ricardo Mualin, COE of Centro Medico Las Americas

People are Filing Tax Returns Early in 2008

Fatigued by rising gas prices and sinking home values, millions of Americans are breathing a sigh of relief in anticipation of a refund from Uncle Sam. The National Retail Federation's 2008 Tax Returns Consumer Intentions and Actions Survey, conducted by BIGresearch, found that 61.2 percent of consumers have already filed their tax returns or will file a return by the end of the month. The survey also found that consumers filed earlier this year than they did last year; nearly one-third (28.5%) of Americans filed by mid-February, compared to 21.6 percent who had filed by that time last year. The remaining will file in March (23.7%) and

April (15.2%).

"With high gas prices, a sluggish housing market, and low wage growth, consumers are in the middle of the perfect storm," said NRF President and CEO Tracy Mullin. "Americans who receive a tax refund will be anxiously awaiting those checks to buy necessities, pay down debt, or indulge in something they had been putting off."

This year, seven out of ten consumers are expecting a



refund (69.2%) when they file their 2007 taxes. Of those expecting a refund, 27.0 percent will spend it on everyday expenses, 12.1 percent will treat themselves to a major purchase and 12.1 percent will take a vacation. Consumers will also pay down their debt (46.5% vs. 43.1% in 2007).

"With the economy as soft as it is, some consumers will choose to invest their 'free money' in paying down old debt," said BIGresearch Vice President of Strategy Phil Rist. "Others may decide to hold onto their money for a rainy day or put it toward purchasing everyday necessities." Source: National Research

TeleFutura Network Has Seen Dramatic Growth

After two years of being reported in the Nielsen Television Index (NTI), the TeleFutura Television Network has seen dramatic, mostly double-digit growth, across virtually all major demos and dayparts. "TeleFutura's continued growth is a testament to the success of our counter programming

strategy," said Bert Medina, Senior Vice President and Operating Manager. "With double-digit increases in almost every single daypart and demo, TeleFutura's goal of aggressively competing with Telemundo is now a reality. This is a tremendous opportunity for advertisers looking to reach Hispanic

consumers who are clearly looking for alternative viewing choices." In addition, TeleFutura continues to out deliver Telemundo during Early Mornings, Daytime, Weekend Primetime, and Weekend Daytime:

WFTT vs WRMD

Source: NTI 2008

M-F Early Morning	M-F Daytime	Weekend Primetime	Weekend Daytime
Total Viewers 2+ (+22%)	Women 18-49 (+10%)	Adults 18-49 (+3%)	Adults 18-49 (+17%)
Adults 18-49 (+46%)	Women 18-34 (+10%)	Men 18-49 (+16%)	Adults 18-34 (+9%)
Adults 18-34 (+121%)		Men 18-34 (+5%)	
Adults 18-34 (+121%)			
Women 18-49 (+70%)			
Women 18-34 (+168%)			
Men 18-49 (+13%)	M-F Early Morning (M-F 7a-10a), M-F Daytime (M-F 10a-3p)	Weekend Primetime (SS 7p-11p), and Weekend Daytime (SS 7a-7p)	





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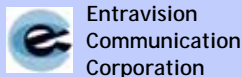
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Nelson Castillo
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Jessica Ortiz
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Committee Members
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Jason Calim,
Edward Jimenez, and Oscar Santiago



In the Community



One lucky teacher from Bryan Elementary in Plant City was proposed to on Valentine's Day and the cameras from Noticias Univision Tampa were there to capture the perfect proposal. After several happy tears, she said YES!

QUE PASA

In March

Tampa Bay Downs –
Family
Fiesta Days



March 16 and April 13, 2008
Track side fun for the entire family hosted by Univision and TeleFutura Tampa. The equestrian-themed afternoon features Latin entertainment, local personalities, and free activities for children including pony rides, clowns, face painting, and more. Average Attendance 1000+ per event.

Premios Furia Musical
Sunday March 9th, 2008 8pm
Celebrating its 13th anniversary, "Premios Furia Musical", the preeminent awards ceremony recognizes the very best artists in Regional Mexican and Tropical music, two of Latin music's most popular genres. The gala telecast will feature spectacular performances by top recording stars. Book your schedule early during Premios Furia Musical, spots are limited.



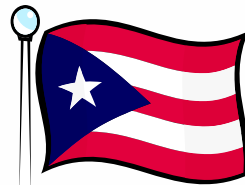
Por Siempre... Selena
Sunday, March 30th 9pm
Selena... in her last major concert that took place in the Houston Astrodome only a little more than one month before her death. More than 60,000 adoring fans applauded the 23-year-old singing sensation that night.



Please contact your local Account Executive for more information on sponsorship opportunities

Puerto Rico Cultural Parade and Festival
Sunday, April 27, 2008

The Puerto Rico Cultural Parade & Folklore Festival has always been characterized as a family, cultural, and educational event. Numerous government officials from the state of Florida, Puerto Rico, and Washington DC attend and support the event each year. An estimated 45,000 people attended the parade and festival in 2007. This is a great opportunity to show your support to the Tampa Bay Hispanic community and showcase your product/business to potential clients.



USF Latino Scholarship
Recognition for
Graduates - May 2008



The USF Latino Scholarship is a university-wide financial need based scholarship designed to assist USF in achieving and sustaining the education benefits of diversity and increasing the number of USF students interested in issues affecting the Latino community and/or likely to give back to the Latino community after graduation. Univision Tampa sponsors the USF Latino Scholarship Graduate Mentor Luncheon. Univision Tampa proudly salutes these Latino Scholarship program graduates in a series of 30-second vignettes which air on Univision and TeleFutura Tampa in the month of May.

CLIENT Corner

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NEWS In the News

Lunes Digital (*Digital Monday*) News Reporter, Madeline Rivera, presents a special segment every Monday informing our viewers of the Digital TV change in 2009. In it, she explains what viewers can do with their analog televisions and how to apply for a coupon to purchase a converter box. 6pm and 11pm every Monday on Noticias Univision Tampa until Feb 2009

HAPPY TENTH ANNIVERSARY !

