

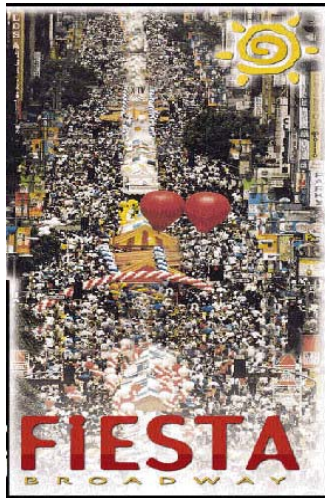


MEDIA UPDATE

FOR IMMEDIATE RELEASE

## AAE Continues Expansion into TV Production with Telemundo Fiesta Broadway Network Special

**Los Angeles, CA – (March 10, 2008)** – Los Angeles-based and Latino-owned All Access Entertainment (AAE), one of the countries leading producers of “live-event” Hispanic concerts and festivals, is well on its way to realizing its growth plan by expanding its broadcast partnerships and television production schedule to include local, regional and national network properties.



*Televised street festivals, with all their built-in color, pageantry and FREE musical performances by top Latin stars, are the cornerstone of AAE's recent ascendancy and continued popularity with broadcasters looking for family-fun and entertainment programming.*

The company has just announced that it will co-produce the telecast of its most popular Latino event called “Fiesta Broadway”, generally regarded as the world’s largest *Cinco de Mayo* carnival in the world, with the Telemundo network. Now called *AT&T Fiesta Broadway Presented By State Farm Insurance*, the downtown-based music and cultural festival hosts over 500,000 Los Angelinos annually and has become the model for corporate and city-sponsored on-street events that are free-to-the public.

AAE will produce 7 – 10 events this year and has telecast partnerships in place with some of the most powerful players in Spanish-language media, including Telemundo, Azteca and MTV. With the objective to develop quality television programming using its “live events” as a source of family-oriented musical entertainment aimed at the Latino consumer, AAE’s plan is to have every event it produces for 2008 aligned with a key broadcast partner. The company is also developing associate relationships with English-language broadcasters as well.

“After nearly twenty years of becoming experts in the ‘let’s put on a great show’ business we decided

it would be a natural extension to use the great performances and sheer spectacle of our live festivals as a source for TV specials that offer great musical performances in a unique outdoor city-setting,” said AAE

President Larry Gonzalez. Ratings for the shows AAE produced in 2007 garnered high numbers that both broadcasters and sponsors noticed. The “El Grito” concert and festival celebrating “Mexican Independence Day” in Los Angeles was the highest rated show of its kind for the year on Telemundo. The network will telecast this year’s “El Grito” with AAE on Monday, September 15<sup>th</sup>.

