



THE LATINO VOICE IN THE PRESIDENTIAL ELECTION

PRESS RELEASE

FOR IMMEDIATE PUBLICATION

HITN's Destination Casa Blanca 2008 Selected for Cable Industry's National Elections '08 On Demand Initiative

- Historic Agreement Makes Destination Casa Blanca 2008
The Only Latino-Themed Program Available Through VOD
- Precedent-setting program to reach over 90% of US Households

New Orleans, LA, May 20, 2008 – HITN, the first national Spanish-language public television network in the United States, announced from the National Cable Television Show from New Orleans the selection of its new show, **Destination Casa Blanca 2008** to the Cable Industry's national VOD (video on demand) Initiative. Spearheaded by Time Warner Cable and Cox, this groundbreaking project will provide viewers a dedicated VOD channel focused on the upcoming US Presidential election. The agreement will make Destination Casa Blanca 2008 the only Latino-themed program available through VOD, reaching over 90% of the country.

For viewers interested in the Latino perspective as it relates to the election **Destination Casa Blanca 2008 (DCB'08)**, is a news magazine show exclusively dedicated to examining issues as they affect the Hispanic community. Launched in April 2008, **DCB'08** is hosted by award-winning broadcast journalists Ray Suarez and Marlene Fernández and currently airs in 30 million households. Under this new agreement, HITN's **Destination Casa Blanca 2008** will double the number of viewers

to 60 million households. "We are extremely proud that HITN has been chosen for this VOD Initiative, it speaks to the importance of the Latino vote that a show concerning Hispanic issues and concerns will be at the forefront during this important election," stated HITN's President, José Luis Rodríguez.

With a population of over 46 million, Hispanics are the fastest growing segment in the US and comprises 15% of the total population. Increased voter participation has made the demand for programs such as **Destination Casa Blanca 2008** and related HITN programming clear. Cable companies such as Charter, Comcast, Cablevision, Time Warner and Cox are all participating in this first ever industry-wide initiative.

The VOD initiative will go live on June 1st and will feature two main sections; one devoted to the presidential candidates and one for programmers who will examine the issues surrounding the election process. Representatives for Time Warner Cable and Cox indicate that content will be distributed on a monthly basis.

"HITN and the Latino community applaud the cable industry for its inclusiveness and foresight in making sure that diverse perspectives are represented in the media," concluded Mr. Rodríguez.

-end-

About HITN

The Hispanic Information and Telecommunications Network, Inc. (HITN) was established in 1983 as a non-profit organization. HITN's mission is dedicated to the advancement of Hispanics by providing engaging educational entertainment that invites individuals and families to live fuller, richer lives and enables them to serve as an ever-growing engine of intellectual power and progress. HITN-TV was created in 1987, becoming America's first Public Television Network for Latinos. Today, HITN-TV can be found on cable, satellite, video on demand and online reaching over 31 million households. HITN provides a unique source of educational, cultural, news and public affairs programs to the homes of Hispanics in the United States and Puerto Rico. For more information log onto www.hitn.org

HITN: CELEBRATING 25 YEARS AS AMERICA'S FIRST PUBLIC TELEVISION NETWORK FOR LATINOS

For more information contact:

HITN: Dan Rodriguez, 646.731.3623, droduiguez@hitn.org

