



TELEMUNDO, BILLBOARD AND THE PUERTO RICO TOURISM COMPANY SIGN AGREEMENT TO BROADCAST THE 2010 BILLBOARD LATIN MUSIC AWARDS PRESENTED BY STATE FARM LIVE FROM PUERTO RICO

The 2010 Billboard Latin Music Awards live from Puerto Rico will be the first time the critically acclaimed awards show goes on the road

PUERTO RICO – November 17, 2009 - Telemundo Communications Group, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world, Billboard, the world's most trusted music brand, and The Puerto Rico Tourism Company announced today that they reached an agreement to hold the 2010 Billboard Latin Music Awards Presented by State Farm in San Juan, Puerto Rico, on April 29th, 2010. Billboard also announced it will move its Billboard Latin Music Conference to Puerto Rico to coincide with the live show.

"The great success of the Billboard Latin Music Awards is born out of the great talent, great teams, vision and the outstanding partnership with Billboard," said Don Browne, President of Telemundo. "Now we're thrilled to announce another convergence of talent and vision with The Puerto Rico Tourism Company to create another 'first' and bring the production of this great show to the home birthplace of Telemundo."

"The move to Puerto Rico is a very exciting opportunity for Billboard as it extends the increasing international presence of the brand and allows us to expand the Billboard Latin Music Conference audience," says Howard Appelbaum, Publisher, Billboard. "We look forward to working with Telemundo and The Puerto Rico Tourism Company to bring the events to the next level in 2010."

"The Puerto Rico Tourism Company is ready to welcome the 2010 Billboard Latin Music Conference and Awards to Puerto Rico. Not only do we have the finest venues in the Caribbean, we have the best infrastructure and the knowledge to get the job well done," said Jaime López Díaz, executive director of The Puerto Rico Tourism Company. "Music is a big part of our culture. Our artists and sounds have traveled the globe. While names like Marc Anthony, Ricky Martin, Ednita Nazario, Luis Fonsi, Daddy Yankee amongst so many other, have positioned our Island at the center of the music industry for years, now is our time to show the world, that when it comes to first class music events, Puerto Rico does it better!" stated the Executive Director.

Earlier this year, Telemundo and Billboard announced they had extended their multi-year deal to present the annual Billboard Latin Music Awards, with renowned producer, Tony Mojena continuing as the show's Executive Producer. This unprecedented agreement grants Telemundo expanded exclusive rights across multiple platforms including television, online and mobile.

This year's Billboard Latin Music Awards, presented by State Farm, aired live in High Definition on Telemundo, the first time a Spanish-language network has broadcast nationally in true HD, and commemorated the 11th year that Telemundo has broadcast the show in the United States and in more than 30 countries around the world. Details of the event can be found at the official site of the 2009 Billboard Latin Music Awards, presented by State Farm at www.telemundo.com <<http://www.telemundo.com/>>.

The Billboard Latin Music Awards, presented by State Farm, culminated the 20th annual Billboard Latin Music Conference - the most important Latin music industry event in the world. Next year's conference, presented by State Farm and taking place from April 26 to April 29 at the Conrad, San Juan, Condado Plaza in Puerto Rico, will unite today's top Latin music artists, executives, managers, sponsors, media and many more. For more information on the conference, visit www.billboardlatinconference.com <<http://www.billboardlatinconference.com/>>.

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About Billboard

Now in its 115th year, Billboard is the world's premier music brand consisting of Billboard magazine, Billboard Events and Billboard.com - the online destination of choice for millions of music fans. The Billboard brand is built on its exclusive charts and unrivaled reporting on the latest news, issues and trends across all genres of music. The brand reaches tens of millions of consumers daily through many strategic relationships with major companies, including Reuters, SanDisk, Telemundo, Ticketmaster, Microsoft Zune, Napster, MTV, Google, Virgin Mobile, AT&T, SonyBMG, Amazon, and sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These relationships leverage Billboard's brand recognition, proprietary chart data and information resources to develop products, live events and print, television, radio, digital and mobile platforms for music consumers.

About Telemundo

Telemundo Communications Group ("Telemundo"), a division of NBC Universal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events reaching 93% of U.S. Hispanic viewers in 210 markets through its 15 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching over 30 million U.S. TV households nationwide on digital and analog cable, satellite and free television; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and www.telemundo.com <<http://www.telemundo.com/>> and www.holamun2.com <<http://www.holamun2.com/>>; and Telemundo Internacional, the company's international distribution arm which has

positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

About The Puerto Rico Tourism Company

Puerto Rico is a premier Caribbean destination that blends spectacular natural settings, with a cosmopolitan metro life. The island caters to a wide variety of markets through numerous activities, attractions, natural resources and hotels. Each region has its own charm from resort life and El Yunque rainforest in the eastern side, to surfing, adventure, and scuba diving on the west coast, to white sand beaches and vibrant sophisticated cultural and entertainment scene in the San Juan Metro area. During a short stay, travelers may walk through 500 years of history in Old San Juan, hike through a dry forest and a rainforest, savor local and international culinary cuisine, go deep fishing or enjoy a show by international stars at the Puerto Rico José Miguel Agrelot Stadium. The capital's Luis Muñoz Marín International Airport is the principal hub of the Caribbean and the largest cruise ship home port making travel to Puerto Rico easy and fast. No passport is required for U.S. citizens and year round offers are available throughout the island's hotels and small inns.

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