



FOR IMMEDIATE RELEASE

**AYLIN MUJICA AND ALAN TACHER TO HOST**  
**THE 2008 BILLBOARD LATIN MUSIC AWARDS PRESENTED BY**  
**HEINEKEN**

**10<sup>th</sup> anniversary of Telemundo broadcast in 24 countries to over 110 million viewers**

**Miami, FL, March 5, 2008** -- Talented actress **Aylin Mujica** and renowned TV personality **Alan Tacher** will be the official hosts of the **2008 Billboard Latin Music Awards, presented by Heineken**, which will broadcast live on **Thursday, April 10 at 7PM / 6c** from Hard Rock Live, located at Seminole Hard Rock Hotel and Casino, Hollywood. This year Telemundo celebrates its 10<sup>th</sup> broadcast of the event as well as the 50<sup>th</sup> anniversary of the distinguished Billboard Hot 100 chart.

The beautiful **Aylin Mujica**, who most recently won accolades for her work in Telemundo's hit novela "Marina" where she had a double role, began her artistic career in her native Cuba, later relocating to Mexico City where she became one of the most renowned figures within the *telenovela* genre. Thanks to her memorable participation in important projects such as "La Dueña," "Canción de Amor," "Señora," "Yacaranday," "Agua y Aceite" and "La Heredera," this talented actress has earned international fame. Aylin, who has also garnered recognition for her work in film and theatre, has been honored with numerous awards, including an ACE Award for New Artist of the Year; Golden Sun for Young Up-and-Coming Actress and a Golden Mike, for her participation as host of the morning show, "Tempranito."

TV host **Alan Tacher**, whose expertise spans over 16 years, has worked his way into the hearts of viewers, becoming one of the most charismatic and beloved TV personalities in Spanish-language television. He has made his mark as host of very successful shows in his native Mexico, including: "Gente con Chispa," "Desafío de Estrellas," "Homenaje A...", "Aplauso, Aplauso," "Chispa Musical," "La Academia" and for Telemundo, "Quinceañera: Mamá Quiero Ser Artista." He has also participated in special programs such as: *World Music Awards*, *Los Oscar y Eventos Fundación Telmex* interviewing top personalities, such as Magic Johnson, Bill Clinton, Mikhail Gorbachov, Madeleine Albright, Felipe González, Lance Armstrong, Goldie Hawn, Pelé, Miguel Bosé and Plácido Domingo, among others. Thanks to his professionalism and unique style, Alan has been recognized with numerous awards, including the National Journalist Circle Award for Best Host in 2003, and Radio and TV Association for Best Host in 2004, which he received from the President of Mexico, Vicente Fox.

Over the last ten years the Billboard Latin Music Awards has been home to some of the greatest stars in the entertainment industry: **Julio Iglesias, Ricky Martin, Gloria Estefan, Juan Gabriel, Shakira, Juanes, Marc Anthony, Armando Manzanero, Celia Cruz, Thalía, Alejandro Fernández, Ricardo Montaner, Paulina Rubio, Christian Castro, RBD, Joan Sebastián, Juan Luis Guerra, Gloria Trevi, Gilberto Santa Rosa, Daddy Yankee, Lupillo Rivera, Marco Antonio Solís** and many more. The event is also recognized for highlighting performances by internationally renowned music stars in the general market, such as **Celine Dion, Alicia Keys, Wyclef Jean, P. Diddy and Jessica Simpson**.

Now in its 114th year, Billboard is the world's premier weekly music publication and a diverse digital, events and brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Billboard Radio Monitor. Billboard's many strategic partners include Anschutz Entertainment Group, Reuters, Apple, MTV, Yahoo!, Telemundo, ABC Radio Networks, Azteca America and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These partnerships leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach.

Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic households in 142 markets through its 16 owned-and-operated stations, 36 broadcast affiliates and nearly 684 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

**CONTACTS:**

Telemundo  
Claudia Santa Cruz  
Tel. 305-220-8887  
[claudia@santacruzpr.com](mailto:claudia@santacruzpr.com)

Billboard  
Lila Gerson  
Tel. 646-654-4629  
[lgerson@billboard.com](mailto:lgerson@billboard.com)

**PRESS:** For more information, please visit [www.telemundomv.com](http://www.telemundomv.com).