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**AWARD WINNING AND MULTI-PLATINUM SUPERSTAR,
ENRIQUE IGLESIAS, TO TAKE OVER THE
2008 BILLBOARD LATIN MUSIC AWARDS
PRESENTED BY HEINEKEN**

Miami, FL (March 28, 2008) – International pop megastar, **Enrique Iglesias**, is set to perform at the **2008 Billboard Latin Music Awards**, presented by Heineken, joining previously announced performers: Juanes, Conjunto Primavera, Alejandro Fernandez, Chayanne, Marco Antonio Solis, A.B. Quintanilla III Presenta Kumbia All Starz, Fanny Lu, Aventura, Camila, Alexis y Fido, Belanova, Alacranes Musical, Kany Garcia and La Arrolladora Banda El Limon. The grand event will broadcast live on **Telemundo Thursday, April 10 at 7PM / 6c** from Hard Rock Live, located at *Seminole Hard Rock Hotel and Casino* in Hollywood, Florida.

With an artistic career that spans 13 years, **Enrique Iglesias** is one of the most influential pop artists in Latin music. He has sold 40 million albums, and has reached the No. 1 position on the Billboard's Hot Latin Songs charts 18 times, establishing a record for a Latin artist and becoming one of the most successful Latin singers ever. His most recent album, "95/08," is the music star's first Spanish-language No. 1 hits compilation. The album also features two previously unreleased tracks, including "Donde Estan Corazon," which currently holds the top position on Billboard's Hot Latin Songs, marking **Enrique Iglesias**'s eighteenth No. 1 hit on Billboard.

Enrique Iglesias is also a finalist for four Billboard Latin Music Awards: *Hot Latin Song of the Year* and *Latin Pop Airplay Song of the Year*, *Male* for "Dimelo," *Latin Dance Club Play Track of the Year* for "Do You Know (The Ping Pong Song)/Dímelo," and *Hot Latin Songs, Artist of the Year*.

There's no doubt that **Enrique Iglesias**'s talent as singer/songwriter, along with his impressive stage presence and his charismatic personality, have captivated millions around the world. Now, he is set to fire-up the Billboard Latin Music Awards stage with a one-of-a-kind performance as a very special present to his devoted fans.

This year Telemundo celebrates its 10th broadcast of the event as well as the 50th anniversary of the distinguished Billboard Hot 100 chart. The prestigious event, which is Telemundo's highest-rated music special, begins with a live, star-studded carpet pre-show titled, "La Alfombra Roja de los Premios Billboard," followed by the live awards gala titled, "Premios Billboard de la Música Latina." The live show will be broadcast in 24 countries to over 110 million viewers.

The awards show caps off the 2008 Billboard Latin Music Conference – the single most important Latin music industry event in the world – taking place at the Seminole Hard Rock Hotel & Casino on April 7-10. This year's conference features an intimate one-on-one interview with Enrique Iglesias, which will be conducted by Leila Cobo, Billboard's Executive Director of Content and Programming for Latin Music and Entertainment on Wednesday, April 9 at 3:30pm. Visit [www.BillboardEvents.com](http://www.billboardevents.com) [<http://www.billboardevents.com/>](http://www.billboardevents.com/) for more details.

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 viewers in 210 markets through its 16 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

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CONTACTS:

Telemundo
Claudia Santa Cruz
Tel. 305-220-8887
claudia@santacruzpr.com

Billboard
Eva Ross
Tel. 212-981-5218
eva_ross@dkcnews.com

PRESS: For more information, please visit www.telemundomv.com.