



WXTV Univision 41 is a Univision owned and operated television station serving more than four million Hispanics in the New York area. WXTV Univision 41 and sister station WFUT TeleFutura 68 command 70% of the viewing of all Spanish-language stations in the New York market, among Hispanic Adults 18-49. WXTV Univision 41 began its operations on August 4, 1968 and this year is celebrating a 41-year commitment of connecting Hispanics in the tri-state area to their culture and resources through top quality programming and public outreach efforts.

WXTV Univision 41 is a strong competitor in the New York market and the country. The station led all other stations in the U.S. during the first quarter of 2009 securing the #2 early evening newscast among all Adults 18-49, not just Hispanics, regardless of language. Additionally, the station's local morning show "Al Despertar" (News at Dawn) is the #1 Spanish-language morning entertainment program in New York providing political, local and entertainment news. In 2008, Univision 41 also expanded its local two-hour morning news program by an hour on TeleFutura 68, to increase coverage of local news and delivering more options for viewers in the area.

Univision 41 is a champion of Hispanics in the New York area through many civic engagement programs designed to inform, motivate and empower the community. Among the initiatives is the Peabody award winning campaign "Ya Es Hora" (It's Time), an initiative that helped New Yorkers apply for citizenship and vote in the presidential election; the Peabody award winning "Salud es Vida, ¡Entérate!" (Lead a Healthy Life...Get the Facts), an initiative encouraging families to take control of their health by educating and empowering themselves; and "Noticias 41 A Tu Lado" (News 41 On Your Side), a series of weekly news segments providing information on issues such as voter education, immigration, foreclosure prevention, financial education, and much more.

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