



TV Azteca Expands Relationship with Aldea to Include Delivery of the 2010 FIFA World Cup

TV Azteca will provide up-to-the-minute coverage of the World Cup from South Africa using Aldea's fiber transmission facilities.

MONTREAL, May 25, 2010 – Aldea Solutions, Inc. and TV Azteca, the world's second largest producer of Spanish language programming, announced today that they have expanded their existing commercial relationship to include transmission of the FIFA World Cup from South Africa.

To enable around-the-clock coverage of this year's World Cup, Aldea has extended the connectivity of its network to South Africa with diverse high-capacity fiber-optic routes. Additionally, Aldea has deployed the latest high-quality transport and video encoding technology platforms in South Africa and Mexico to ensure crystal-clear program delivery.

FIFA's governing body has decided to have the opening match of the World Cup between Mexico and South Africa on June 11, which is expected to create record viewership in Mexico.

"We selected Aldea for the World Cup based on its history of providing us excellent picture quality and responsive service at reasonable rates", said Pedro Carmona, TV Azteca's Special Events Engineering Director.

Lionel Bentolila, Aldea's CEO, added: "We are honored to be selected by TV Azteca for delivery of the World Cup. We will be closely managing the event with an experienced 24/7 technical support team in South Africa, as well as a dedicated operations and monitoring team at our headquarters in Montreal, Canada".

Juan Felipe Gonzalez, Aldea's Vice President of Global Sales, said: "Aldea's solution features high reliability, low signal latency, high bandwidth with unsurpassed customer support, which will help TV Azteca attract viewers and additional advertising sponsors".

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About Aldea

Aldea Solutions Inc. is a leading provider of broadcast-quality video services and solutions for the television, film and media industries. The Company provides end-to-end worldwide transmission services using fiber facilities. The Company operates the first pan-American fully automated fiber-based network for broadcast services with points-of-service in major cities throughout the Americas, and with international points-of-presence in Europe. www.aldea.tv. Aldea is a fully owned subsidiary of Marcotel.

About Marcotel

Marcotel, established in 1996 in Monterrey Mexico, offers voice, data and telecommunication infrastructure services throughout Mexico via its high capacity fiber optic network covering more than 5,000 route-kilometers. www.marcotel.com.

About TV Azteca

TV Azteca, S.A. de C.V. generates over 10,000 hours of programming content per year, and is one of two broadcast television companies in Mexico, operating two national networks. The company owns Azteca America Network focused on the US Hispanic market and has a strategic relationship with Latitude TV to transmit its programming to Guatemala. TV Azteca underwrites Fundación Azteca which is a non-profit organization dedicated to the improvement of education and social services, as well as promoting a campaign against drug abuse in Mexico.

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