

## **TELEMUNDO MARKS 100-DAY COUNTDOWN TO LONDON 2012 BY BOOSTING ITS LARGEST-EVER OLYMPIC GAMES PROMOTIONAL CAMPAIGN**

### **Telemundo to Increase Olympic Promotion Starting April 18, 100 Days to Opening Ceremony of 2012 London Olympics**

MIAMI – April 18, 2012 – Beginning today, April 18, the date that marks 100 days from the July 27 Opening Ceremony of the 2012 London Olympics, Telemundo will boost its largest-ever Olympic Games promotion since the network first began airing the Games in 2004 as part of the NBCUniversal family. The integrated Telemundo campaign, which includes on-air promotions, digital content, experiential marketing, social media components and joined activities with the other 19 NBCUniversal TV channels, is expected to increase awareness of Telemundo's coverage of the Olympic Games at an unprecedented scale.

"100-days from today we will witness the largest and most ambitious Olympic coverage in Telemundo's history," said Jorge Hidalgo, Executive Vice President of Sports for Telemundo Media. "The experience gained by covering the Olympic Games since 2004, the caliber of our sports talent, our special relationship with NBC and our devotion to our audience will make our coverage of the 2012 London Olympics an unforgettable sports feast," added Hidalgo.

Specific Telemundo promotional 100-day countdown initiatives include:

**ON-AIR PROMOTIONS:** On April 18, Telemundo will air a 15-second spot featuring internationally acclaimed sportscaster Andrés Cantor promoting the 100-day countdown. The network will also continue its "Let's Live Together the Olympic Dream" campaign that includes several spots making an analogy between every day accomplishments in people's lives with the achievements of top athletes.

**DIGITAL CONTENT:** The network will increase Olympic digital content with deportestelemundo.com featuring new multi-media sections, including interactive picture galleries profiling Hispanic athletes. Telemundo will also join the social media conversation via the Twitter account @OlimpiadasTLMD and the Facebook page "Olimpiadas Telemundo."

**ON-SCREEN LOGO:** The London 2012 logo will be integrated to the on-screen network "T" until the end of the Games.

**EXPERIENTIAL MARKETING:** Olympic themed activations will enter a new phase,

including “Cinco de Mayo” events in key markets.

**PRIMETIME ROADBLOCK:** In the 8 p.m. ET/PT hour on Wednesday, April 18, Telemundo will join an NBCUniversal ‘Roadblock’ -- a 30-second promo airing across all 20 networks of NBCUniversal -- promoting the 100-day countdown.

Deportes Telemundo properties include the exclusive Spanish-language rights to the London 2012 Olympic Games, a range of qualifying matches of the Mexican National Team, all matches played at home by Las Chivas de Guadalajara, Mexico’s most popular club team, and the U.S. broadcast and online rights in Spanish-language to FIFA World Cup® Soccer across all platforms (except radio), 2015 through 2022. [not sure if I understand how this last paragraph flows – if this is typical press release “boilerplate,” I’d suggest it be set up like that]