



**Presents the Grand Premiere of the Comic Novela “Los Sánchez”  
-Mexico’s Funniest Family-**

**FOR IMMEDIATE DISTRIBUTION**

**New York, April 27, 2005** – Azteca America, the fastest-growing Hispanic network in the United States, is pleased to announce the grand premiere of the blockbuster comic novela “Los Sanchez” this Monday, May 2 at 8 pm.

“Los Sanchez” is a light and funny tale of Tito Sánchez, played by Luis Felipe Tovar, a kind-hearted man who works as a deliveryman in a fruit market and inadvertently stumbles into a woman trying to commit suicide on the subway one morning on his way to work. After convincing the woman that life is worth living for, Tito learns that the woman is a millionaire and she drastically changes his life.

The first thing she does is name him CEO of her company, one of the largest conglomerates in the country. The change in fate is a pleasant surprise for Tito, his family, and his friends from the *barrio*. Nevertheless, not everyone is happy, especially not Emilio Uriarte, who lost his position in the shuffle. Feeling wronged out of his rightful inheritance, Emilio does everything in his power to make life difficult for Tito and his family.

The full cast includes Martha Mariana Castro, Leticia Huijara, Alejandro Bracho, Martha Cristiana, the controversial Libertad and Víctor García, as well as Luis Felipe Tovar.

**Don’t miss this Monday, May 2, the grand premiere of “Los Sánchez,” Mexico’s funniest family, at 8 pm on your local Azteca America TV-55 Fresno, TV-8 Visalia, TV-42 Bakersfield, DirecTV-55 and Comcast-77.**

**For more information, visit our website: [www.aztecaamerica.com](http://www.aztecaamerica.com)**

**Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Risks that may affect TV Azteca are identified in its Form 20-F and other filings with the US Securities and Exchange Commission.**

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