



**AZTECA AMÉRICA LAUNCHES NEW ROBBERY SERIES
"LADRONES" (THIEVES)**

PREMIERES MARCH 17 AT 8PM

Los Angeles, CA, March 17, 2008- Azteca America announced today the launch of its new primetime series ***Ladrones (Thieves)***, debuting Monday March 17, 2008 at 8pm. The program centers on the most famous robberies, capers and embezzlements. Many of these robberies became well-known by the thieves modus operandi, the enormous quantities of money stolen and how the criminals became millionaires overnight.

Ladrones (Thieves) is a weekly, one-hour series that reconstructs the adventures of those who tried, and many times succeeded, in getting rich from other people's money. Based on journalistic files, with contribution from the real-life lawyers who faced these criminal masterminds, this series gives an in-depth look at the most extreme robberies in history; from bank robberies, to armored trucks, to casinos, to art museums, to jail breaks.

"This new series uncovers the details of the crimes that everyone wants to know," said Harry Abraham-Castle, vice President of Production and Programming. "As an innovative network, we are bringing a different type of program to our audiences."

With performances by Diego Peretti, Luis Machín, Carlos Belloso, Rodrigo De la Serna, Lito Cruz and Raúl Rizzo, each episode will tell the story of a different police case. With action-packed scenes written by Marcos Carnevale and directed by Jorge Nisco, Sebastián Pivotto and Daniel Barone, ***Ladrones (Thieves)*** is sure to keep viewers on the edge of their seats.

Don't miss out on the new series *Ladrones*, launching Monday, March 17, and airing Mondays 8pm, only on Azteca America [KMSG TV-39 Fresno](#), [KFAZ TV-8 Visalia](#), [DirecTV-39](#), [Dish Network-39](#) and [Comcast-77](#)

About Azteca América

Azteca América is the alternative choice in broadcast television for Spanish speaking families residing in the United States. As the fastest-growing Hispanic network, Azteca América now reaches 89% of the Hispanic households in the U.S., operating in sixty-two markets nationwide. Wholly owned by Mexican broadcaster TV Azteca, S.A. de C.V., Azteca América has access to the best programming from TV Azteca's three national networks including a library with over 200,000 hours of original programming and news from local bureaus in 32 Mexican states. The network complements Mexican programming with an innovative line-up of shows from international producers and distributors to ensure the finest programming to Spanish speaking viewers and unique advertising solutions to partners seeking to reach the most dynamic market in the country.