



TV AZTECA CONTINUES ITS SOLID REINVENTION WITH TWO NEW NETWORK CHANNELS

**—After a successful 2016,
TV Azteca presents innovative and agile offerings for Mexican audiences—**

—*adn40* is a dynamic news channel for broadcast television—

**—*a+* offers regional television for each community,
taking into account local preferences, habits and needs—**

Mexico City, March 13, 2017—TV Azteca, S.A.B. de C.V. (BMV: AZTECA CPO; Latibex: XTZA), one of the two largest producers of Spanish-language television programming in the world, announced today that the reinvention of TV Azteca, led by company CEO Benjamin Salinas, achieved a successful 2016, and now innovates with two new television networks as part of its offering for Mexican audiences.

TV Azteca began 2017 with two solid national networks —Azteca 13 and Azteca 7— that compete effectively for audiences throughout the country. Now, TV Azteca is targeting important segments of society that are currently unattended.

In a dynamic context in which audiences demand agile and timely information, TV Azteca offers, starting today, through *adn40*, a vibrant broadcast television news channel in Mexico.

adn40 is an evolution of the Proyecto 40 platform, which will change progressively, starting with three news programs from Monday to Friday: *Primer Café*, *Es Tendencia* and *Es Noticia*; the latter also airs on Saturdays and Sundays.

The signal of *adn40* reaches 85 million people through broadcast television on channel 1.2, as well as on 40.1 in greater Mexico City, in addition to the principal pay television systems throughout the country.

Also, *a+* launches on Monday, March 20, creating a network of local channels that produce content for the needs and preferences of each community.

Through *a+*, TV Azteca offers a differentiated grid in each state, with newscasts and sports shows produced in each region that, together with content from the national signals of TV Azteca and other producers, will be a closer television option and of great use for local audiences.

a+ can be viewed on channel 7.2 through broadcast television and will begin with local signals in Mexico City, Guadalajara, Leon, Monterrey and Toluca. Like *adn40*, the expansion of *a+* will be progressive and will soon reach the entire country.

TV Azteca reiterates its commitment to offer the highest quality television, both in information and entertainment, as well as its trust in the future of Mexico.

About *adn40*

adn40 is a dynamic television channel, with information, analysis and opinion, 24 hours a day.

From 6:00 am to 9:00 am, Manuel López San Martín, Monica Garza and Raymundo Riva Palacio head *Primer Café*, the morning newscast of *adn40*.

At 2:00 pm, Leonardo Curzio and María Alejandra Molina present *Es Tendencia*, with the information that has marked the day.

At 8:00 pm, from Monday to Friday, *Es Noticia* with Hannia Novell airs. This slot continues on Saturdays with Jorge Armando Rocha; and on Sundays with Juan Pablo de Leo.

From a studio with cutting-edge technology, *adn40* is at the forefront of information, analysis and expert opinion.

adn40 is available through channel 1.2 on broadcast television throughout Mexico and on channel 40.1 in greater Mexico City, channel 140 on principal cable systems, and through its website www.adn40.mx

About *a+*

a+ starts operations in five cities on Monday, March 20, at 8:00 pm on channel 7.2 in broadcast television; in its second stage, it will expand to 21 cities in the country, reaching 79 million people. A third stage will add more cities during the second half of 2017.

The network signal can be totally blocked for local programming in each state, with local content increasing according to each market, from Monterrey, where it will produce most of its content locally, to smaller cities that will only produce sports and news.

The network will have local newscasts at 9:00 pm. Each city will simultaneously transmit a local news update with relevant information from each state.

The 10:00 pm time slot will be a space for local sports, producing different programs per region, highlighting the sport or team with the highest audience from each local area.

a+ will produce and purchase content specialized in topics such as startups, video games and pets; with a renewed format, a+ will return to produce the successful *ExtraNormal* program.

a+ has strategic partnerships to broadcast content such as a cartoon grid from Mondo TV, and series for teens, as well as a music show at 7:00 pm with EXA TV.

a+ will also broadcast with a delay, in the regions across the country, the two most popular programs from the national networks, such as *Venga La Alegría* and *Ventaneando*; and will schedule series and films from principal content producers.

Company Profile

TV Azteca is one of the two largest producers of Spanish-language television programming in the world, operating three national television networks in Mexico, Azteca Trece, Azteca 7 and Proyecto 40, through more than 300 owned and operated stations across the country. TV Azteca affiliates include Azteca America, a broadcast television network focused on the rapidly growing U.S. Hispanic market, and Azteca Web, an Internet company for North American Spanish speakers.

TV Azteca is a Grupo Salinas company (www.gruposalinas.com), a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to build the middle class of the countries in which they operate and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include TV Azteca (www.tvazteca.com; www.irtvazteca.com), Azteca America (us.azteca.com), Grupo Elektra (www.elektra.com.mx; www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Advance America (www.advanceamerica.net), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Totalplay (www.totalplay.com.mx) and Enlace TP (enlacetp.mx). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, the member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

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. Other risks that may affect TV Azteca and its subsidiaries are identified in documents sent to securities authorities.

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