



PRESS RELEASE

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UBI WORLD TV RECEIVES 2009 HISPANO-AMERICAN COMMUNITY AWARD



UBI World TV, the leading multi-cultural pay TV and radio broadcaster in Australia and New Zealand, was honoured with a prestigious award reflecting its important contribution to the Spanish-speaking community in Australia.

UBI, which provides a premium Spanish TV and Radio Service, received the 2009 Australian Hispano-American Award at the Marconi Club on Saturday, 18 July 2009.

The annual Awards aims to recognise outstanding members of the Hispano-American community and their noteworthy achievements and contributions.

According to Carlos Panetta, President of the Australian Hispano-American Awards, "UBI won due to the incredible service it provides to the community by bringing programs from many different Hispano-American countries to Australia. Hence, bringing memories and keeping the community up to date with news from home. It is a unique service for which the community is very grateful."

UBI World TV President and CEO Regina Boulos said, "This award and the basis by which it was given to UBI, embodies the core of what our company stands for. To be recognised for what we believe in by the very communities we aim to serve makes this honour truly special and an award we are proud of.

"UBI will continue to strive to serve the multi-cultural communities we represent through our channels and services to the best of our abilities and make lasting contributions to the life of migrants as they face the challenges of starting a new life and building a better future for them and their families in Australia, New Zealand and other parts of the world", Boulos added.

UBI's Head of Marketing and Creative Services Vijay Mirchandani and UBI Spanish Sales and Marketing Coordinator Zeidy Pena accepted the award on behalf of UBI.

UBI's premium Spanish Service offers 9 top-rating Spanish TV channels broadcasting the latest news, *telenovelas*, comedies, variety shows, music, movies, soccer and more, direct from Spain, Chile, Uruguay, Argentina, Colombia and Mexico, 24 hours a day seven days a week. The channel selection includes: *Chilevision, Latinoamerica Television, Canal de las Estrellas, TL Novelas, TV Colombia, Telefe Internacional, TVE, Ritmoson Latino* and *De Pelicula*. It also offers *Canal del Futbol*, a premium 24-hour add-on Chilean and South American soccer channel for soccer fans. *Radio Austral* is also broadcasting as part of the Service.

UBI's Spanish Service caters for Spanish-speaking migrants and later generations of Australians with Spanish and Latin/ South American heritage, bringing them the programs they love and miss in their adopted new home, Australia. It is a service that provides a continuous link to their countries of origin and a means for them to stay in touch with their native Spanish language and their unique Latin American and Spanish cultures.

Aside from Spanish, UBI offers over 100 premium entertainment, sport and news channels in Greek (8 channels), Arabic (26 channels), Turkish (12 channels), Portuguese (3 channels), Balkan (8 channels), Persian (3 channels) and Filipino (2 channels).

Viewers can subscribe to UBI World TV by calling 1300 400 800 from anywhere in Australia, 0800 4000 23 from anywhere in New Zealand, or by visiting www.ubiworldtv.com.

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