

## **GRUPO TELEVISA ANNOUNCES EXCHANGE OFFER**

Mexico City, February 16, 2010 - Grupo Televisa, S.A.B. ("Televisa"; NYSE:TV; BMV:TLEVISA CPO) today announced the commencement of its offer to exchange up to US\$600 million of its outstanding 6.625% Senior Notes due 2040 for a like principal amount of its 6.625% Senior Exchange Notes due 2040, which have been registered under the Securities Act of 1933, as amended. The exchange offer will expire at 5:00 p.m., New York City time, on March 16, 2010, unless extended by Televisa.

*Grupo Televisa S.A.B. is the largest media company in the Spanish-speaking world and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay-television networks, international distribution of television programming, direct-to-home satellite services, cable television and telecommunication services, magazine publishing and publishing distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, the operation of a horizontal internet portal, and gaming. Grupo Televisa also owns an unconsolidated equity stake in La Sexta, a free-to-air television venture in Spain.*

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