



FOR IMMEDIATE RELEASE

GRUPO TELEVISA, S.A. EXTENDS EXCHANGE OFFER

Mexico City, February 28, 2002 – Grupo Televisa, S.A. (“Televisa”) (NYSE: TV; BMV:TLEVISA CPO), today announced the extension of its offer to exchange its outstanding 8% Notes due 2011 (the “Old Notes”) for a like principal amount of its 8% Exchange Notes due 2011, which have been registered under the Securities Act of 1933, as amended (the “New Notes”). The exchange offer has been extended through 5:00 p.m., New York City time, on Thursday, March 7, 2002. The extension was made for the purpose of allowing the holders an additional opportunity to exchange their existing notes for registered exchange notes. Televisa does not contemplate any additional extensions of the exchange offer at this time.

Grupo Televisa S.A., is the largest media company in the Spanish-speaking world, and a major player in the international entertainment business. It has interests in television production and broadcasting, programming for pay television, international distribution of television programming, direct-to-home satellite services, publishing and publishing distribution, cable television, radio production and broadcasting, professional sports and show business promotions, paging services, feature film production and distribution, dubbing, and the operation of a horizontal Internet portal. Grupo Televisa also has an unconsolidated equity stake in Univision, the leading Spanish-language television company in the United States.

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