# GRUPO TELEVISA CONCLUDES THE EXCHANGE OF ITS EQUITY INTEREST IN LA SEXTA FOR A PARTICIPATION IN IMAGINA

Mexico City, February 29, 2012 – Grupo Televisa, S.A.B. ("Televisa"; NYSE:TV; BMV:TLEVISA CPO) communicated today that the previously announced transaction to exchange its 40.8% equity interest in Gestora de Inversiones Audiovisuales La Sexta, S.A. ("La Sexta") for equity participations equivalent to 14.5% of the capital stock of Imagina Media Audiovisual S.L. ("Imagina") has been concluded after all closing conditions applicable to the transaction have been met.

***About Televisa***

*Grupo Televisa, S.A.B., is the largest media company in the Spanish-speaking world based on its market capitalization 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 distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, the operation of a horizontal internet portal, and gaming.*

*This press release contains forward-looking statements regarding Grupo Televisa's results and prospects. Actual results could differ materially from these statements. The forward-looking statements in this press release should be read in conjunction with the factors described in "Item 3. Key Information – Forward-Looking Statements" in Televisa's annual report on Form 20-F, which, among others, could cause actual results to differ materially from those contained in forward-looking statements made in this press release and in oral statements made by authorized officers of Televisa. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Grupo Televisa S.A.B. does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*

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