GRUPO TELEVISA ANNOUNCES OFFERING OF Ps.10,000 MILLION AGGREGATE PRINCIPAL AMOUNT OF 7.38% NOTES DUE 2020

Mexico City, October 12, 2010 – Grupo Televisa, S.A.B. ("Televisa"; NYSE:TV; BMV:TLEVISA CPO) today announced the offer of Ps.10,000 million aggregate principal amount of 7.38% notes (*Certificados Bursátiles*) due 2020, through the Mexican Stock Exchange (*Bolsa Mexicana de Valores, S.A.B. de C.V.*).

The Company intends to use the net proceeds to strengthen its financial position.

This announcement does not constitute an offer to sell or the solicitation of offers to buy any security and shall not constitute an offer, solicitation or sale of any security in any jurisdiction in which such offer, solicitation or sale would be unlawful.

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. Grupo Televisa also owns an unconsolidated equity stake in La Sexta, a free-to-air television venture in Spain.

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