



TU CANAL FAMILIAR
PHOENIX



MULTIMEDIOS
TELEVISION



“Your Family Channel”

Streaming Live

www.kphetv.com



Channel 44.1 Digital



Lotus Communications Corporation



- Lotus Communications Corporation is one of the largest privately owned Radio Station groups in the United States. It was founded in 1962 by Howard A. Kalmenson with the purchase of KWKW radio station in Los Angeles, one of the original Spanish language radio stations in LA. (www.lotuscorp.com).
- Lotus currently owns and operates a total of 27 radio stations in Arizona, California, Nevada, and Texas. The formats consist of 13 English, 13 Spanish and 1 Farsi.
- Lotus also owns 3 television stations in Phoenix, Tampa, and Houston.

KPHE-TV44 Phoenix



TU CANAL FAMILIAR

- Began broadcasting in Spanish in 2005.
- As of April 2007 became the 3rd strongest over the air signal in the Valley among Hispanic TV Stations.
- Seen on
 - Digital Channel 44.1
 - Cox Cable Channel 405
 - The “ONLY” TV Station in Phoenix streaming live, 24/7 @ www.kphetv.com
- Station carries choice programs from 2 networks in Northern Mexico:



MULTIMEDIOS



TU CANAL FAMILIAR

Coverage area



Weekly HH Reach of over 152K Adults 18+

Source: Media Audit – February/March April 2009

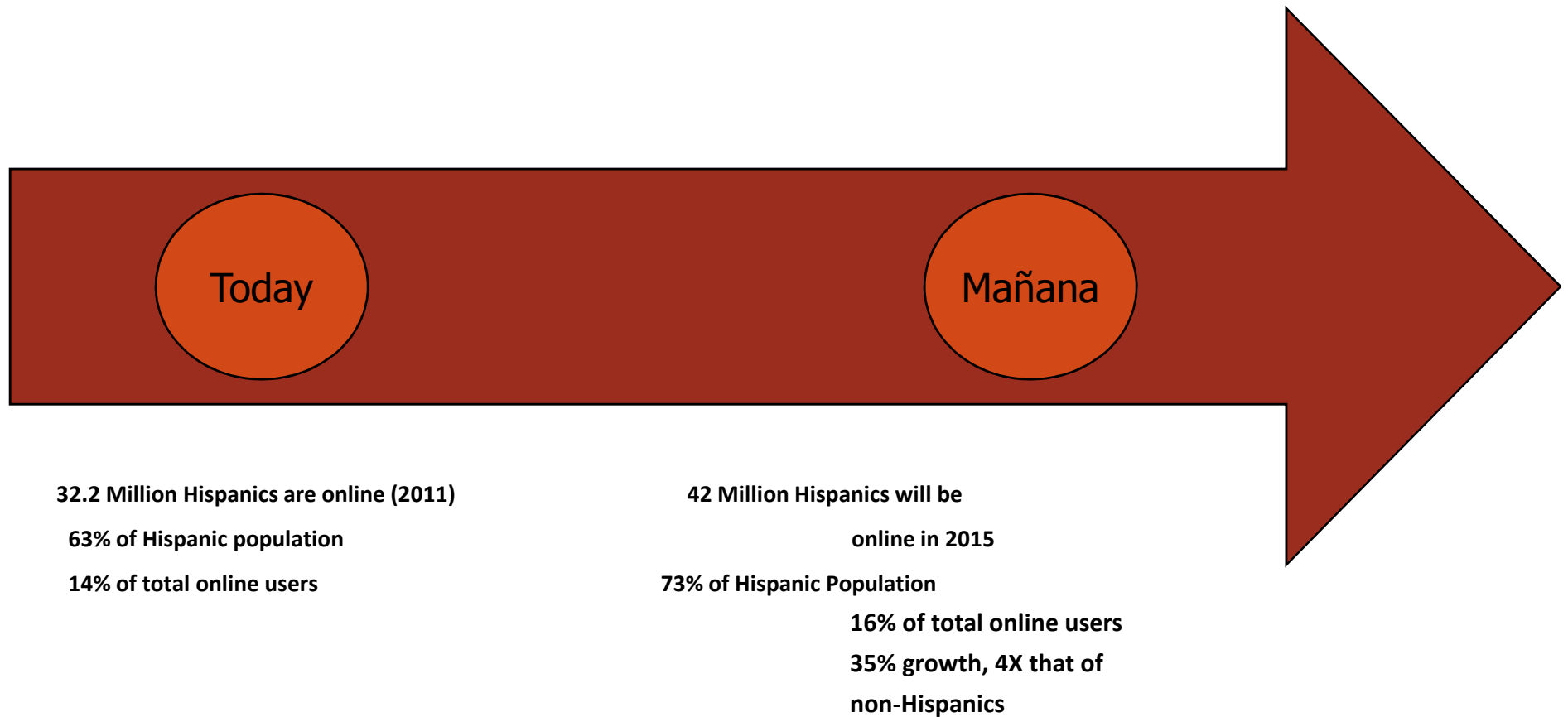
Current and Former TV 44 Advertisers

3 Amigos Tequila	GMC Dealers	Marques Communications (Radio Fiesta)
4 Life Transfer Factors	Goldberg and Osborn	Mazola
5 Star Enterprises	Greer-Wilson Funeral Home	McDonald's
ABC Nissan	Grupo Amistad	Miller Lite
Arizona Diamondbacks	Guerrero Foods	Mission Foods
Arizona Lottery	Gus's Pizzeria	Mitch's Furniture
Arizona Rattlers	Herdez	Muebleria del Sol
Auto Auction	Hernandez Tires & Wheels	Nava Family Medicine
Auto Mercado	Herradura de Oro	Neto's Jewelry
Ayala Mortgage Insurance	Hospice of the Valley	New Radio Venture (1190AM)
AZ and Associates	Hugo Larios Attorney	Niño Ice Cream
Ben Miranda Law	Humana	Oasis Insurance
Career Success Schools	Ilusion Real Beauty School	Ortencia Acevedo, Real Estate Agent
Cash Time	In Touch Ministries	Pacific Gold Mortgage
Chicanos Por La Causa (CPLC)	Irwin Naturals	Pacifico Restaurante y Pescaderia
Chiquita Telecommunications	Javier Hurtado	Perrona Megastore
Cici's Pizza	Ken "Patricio Smith" Attorney at Law KS Law	Phillips and Associates
Construction Lots	Kia Dealer Group	Prensa Hispana
Coors Light	Knorr	Price Auto Sales
D'Image Beauty School	La Raza Auto Sales	Rawhide
David Media Group	La Tri Color 103.5	Renato Avalos
DirecTV	LaLa Foods	Ringling Brothers and Barnum & Bailey Circus
Dish Network	Lawry's	Robert Horne Ford
Disney on Ice	Ledezma Auto Sales	Safe Harbor
Ed Dos Santos Law	Lime 2 Line	Sam Meranto
Fair Auto Exchange	Lizette Advertising	Singh High Restaurant
Food City	Maria Jones, Attorney at Law	Sunshine Pediatrics
Fry's Mercado	Maricopa Community Colleges	Trilogy Championship Fighting
		World Wrestling Entertainment
		Yerberia San Francisco

U.S. Latinos Online Today & Tomorrow



TU CANAL FAMILIAR



Source: eMarketer

What makes TV44 Unique



TU CANAL FAMILIAR

- TV44 caters to our large Mexican population in the Valley of the Sun, especially those that have a strong interest in their Mexican roots.
- TV44 is the only Television Station in Phoenix with over forty (40) hours of locally produced programming each week. Programs including: Entertainment, Health, Legal, Sports & Community shows.
- TV44 is comprised of predominantly Mexican programming. Along with our locally produced shows, TV44 carries choice programming from our Northern Mexico affiliates, including but not limited to: News, Sports & Entertainment.
- TV44 is the only Television Station in Phoenix to broadcast over sixty (60) professional Mexican League Baseball games, “Los Naranjeros de Hermosillo” from Sonora every year, which is the number one Sport & Team in our neighboring state of Sonora.
- TV44 is known for its extensive Local, National and International Sports coverage including our locally produced, 1-hour, Live Sports Show on Sunday evenings @ 6pm. Also heard daily @ 11am on Radio KSUN 1400AM.

Phoenix Hispanic Market



TU CANAL FAMILIAR

- There are 1.5 million Hispanics, which represent 34% of total population in the Phoenix DMA
- Hispanics account for 16% or \$31.1 Billion of the states buying power
- Of the total Hispanic population, 88.2% are Mexican decent, and 79% originated from the States of Sonora and Nuevo Leon
- Hispanics are Brand Loyal, have larger families thus giving advertisers larger referrals



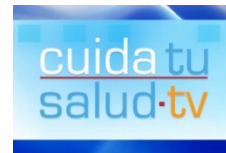
TV44 Locally Produced Programs



TU CANAL FAMILIAR

TV44 offers locally produced programs that serve the needs of our viewers

Our Locally Produced Programs include:



- ❑ **Punto Deportivo:** “Live” Sports Show focusing on Local, National & International coverage.
- ❑ **Hoy Con Ben Miranda:** “Live” Legal Show focusing on legal & political issues and/or views.
- ❑ **Aficionados Del Valle Del Sol:** Showcases local Valley talent.
- ❑ **Cuida Tu Salud TV:** “Live” Medical Show Focusing on Health Topics.
- ❑ **Cotorreando Con El Compa Chuy:** Showcases Music Videos, Live Bands and interviews.
- ❑ **En Confianza Con Hugo Larios:** Legal Show Focusing on Immigration & Community Topics.

In Conclusion.....



TU CANAL FAMILIAR

KPHE-TV44 Is uniquely positioned!!

- We are not a traditional spots and dots TV Station.
- We provide value and creative ways to promote Your Business and or Products at an affordable cost.
- We will Create The Best advertising solution to suite your needs and Maximize Return on Investment!!

Thank you for your time and interest in TV44!!