



**TV AZTECA ANNOUNCES 10% EBITDA GROWTH
TO HISTORICAL MAXIMUM OF Ps.1,101 MILLION, IN 3Q10**

**—Solid performance of Net Sales,
17% growth, to Ps.2,806 million—**

**—Azteca America's net income of Ps.220 million,
12% above of last year—**

—Net income grows 16% to Ps.416 million—

FOR IMMEDIATE RELEASE

Mexico City, October 28, 2010—TV Azteca, S.A.B. de C.V. (BMV: TVAZTCA; Latibex: XTZA), one of the two largest producers of Spanish-language television programming in the world, announced today financial results for the third quarter of 2010.

"Our programming grids generated high levels of commercial audience throughout the day, and a growing interest of many advertisers in positioning their brands in our content in Mexico and the United States; resulting in a remarkable performance in net sales. The income grow was crucial in the strong growing of the EBITDA, reaching a historical maximum for a third quarter, as well as in the extra strengthening of the net profit", commented TV Azteca's CEO, Mario San Roman.

Third quarter results

Net sales were Ps.2,806 million, 17% above the 2,400 million of the same quarter of 2009. Total costs and expenses were Ps.1,705 million, compared to Ps.1,398 million in the same period of the previous year.

As a result, TV Azteca reported EBITDA of Ps.1,101 million, 10% above the Ps.1,002 million in the third quarter of 2009. The EBITDA margin was 39%. The company registered net income of Ps.416 million, 16% higher than the Ps.358 million from the previous year.

	3Q 2009	3Q 2010	Change	
			Ps.	%
Net sales	\$2,400	\$2,806	\$406	17%
EBITDA	\$1,002	\$1,101	\$98	10%
Net income	\$358	\$416	\$58	16%
Net income per CPO	\$0.12	\$0.14	\$0.02	12%

Figures in millions of pesos.

EBITDA: Operating Profit Before Depreciation and Amortization.

The number of CPOs outstanding as of September 30 2009 was 2,905 million and as of September 30,2010 was 3,000 million.

Net sales

“We reached 40% commercial audience throughout the complete day in Mexico during the quarter, with programming that reached the target market of our advertisers, which pushed our sales even more”, added Mario San Roman. “The solid income was complemented this period by the marketing of the final phase of the Soccer World Cup of South Africa, and a dynamic grow of Azteca America’s sales.”

Third quarter revenue includes sales at Azteca America—the company’s wholly-owned broadcast television network focused on the U.S. Hispanic market—of Ps.220 million, 12% higher than the Ps.197 million a year ago.

Revenue from barter sales was Ps.82 million in the period, from Ps.63 million in the previous year.

Costs and expenses

The 22% growth in costs and expenses resulted from a 24% increase in production, programming and transmission costs —to Ps.1,406 million, from Ps.1,130 million in the same period a year ago— and from a 12% increase in selling and administrative expenses —to Ps.299 million, from Ps.268 million in the same quarter of 2009.

The growth in costs mainly derives from the World Cup exhibition rights, as well as associated costs of the event’s production and broadcast in its final phase, and production of programming related to Mexico’s Independence Bicentennial.

The selling and administrative expenses results are due to higher fee payments and personnel expenses.

EBITDA and net income

EBITDA was Ps.1,101 million, 10% above the Ps.1,002 million in the same period of the prior year.

The main changes below EBITDA were **i)** a Ps.61 million increase in other expenses, as well as **ii)** a Ps.30 million reduction in integrated financing cost, mainly derived from an improved exchange result and higher interest earnings in the period.

Net income for the period was Ps.416 million, 16% higher than the Ps.358 million from a year ago.

Debt

As of September 30, 2010, TV Azteca's outstanding debt —excluding Ps.1,497 million debt due in 2069—was Ps.7,817 million, compared to Ps.7,147 million a year ago.

The debt is peso denominated —congruent with most of the company income— and Ps.6,000 million is comprised of long-term Securities Certificates with a fixed annual interest rate of 9.29%, with interest coverage for the next three years.

The cash balance of the company was Ps.3,341 million, 31% higher than Ps.2,558 million a year ago.

Net debt was Ps.4,476 million, compared to Ps.4,589 million from the previous year. Debt to last twelve months (LTM) EBITDA ratio was 1.7 times, and net debt to LTM EBITDA was 1 time.

Nine months results

Net sales in the first nine months of the year were Ps.7,887 million, 15% superior from the Ps.6,871 million of the same period of 2009. Total costs and expenses were Ps.4,979 million, from Ps.4,319 million in the same period a year ago, mainly derived from costs related to the World Cup transmission this year. As a result, TV Azteca recorded EBITDA of Ps.2,907 million, 14% higher than the Ps.2,552 million in the first nine months of the prior year. The EBITDA margin for the period was 37%, without changes compared to last year. The company recorded net income of Ps.929 million, compared to Ps.452 million in the same period of 2009.

	9M 2009	9M 2010	Change	
			Ps.	%
Net sales	\$6,871	\$7,887	\$1,016	15%
EBITDA	\$2,552	\$2,907	\$355	14%
Net income	\$452	\$929	\$477	106%
Net income per CPO	\$0.16	\$0.31	\$0.15	99%

Figures in millions of pesos.

EBITDA: Operating Profit Before Depreciation and Amortization.

The number of CPOs outstanding as of September 30, 2009 was 2,905 million and as of September 30, 2010 was 3,000 million.

Company Profile

TV Azteca is one of the two largest producers of Spanish-language television programming in the world, operating two national television networks in Mexico, Azteca 13 and Azteca 7, through more than 300 owned and operated stations across the country. TV Azteca affiliates include Azteca America Network, a new broadcast television network focused on the rapidly growing U.S. Hispanic market, and Azteca Web, an Internet company for Spanish speakers.

TV Azteca is a Grupo Salinas company (www.gruposalinas.com), a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to build the middle class of the countries in which they operate, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include: TV Azteca (www.irtvazteca.com), Azteca America (www.aztecaamerica.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx) and Grupo Iusacell (www.iusacell.com). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

Except for historical information, the matters discussed in this press release are forward-looking statements and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Other risks that may affect TV Azteca and its subsidiaries are identified in documents sent to securities authorities.

Investor Relations:

Bruno Rangel
+ 52 (55) 1720 9167
jranglk@tvazteca.com.mx

Carlos Casillas
+ 52 (55) 1720 0041
cjcasillas@tvazteca.com.mx

Press Relations:

Tristan Canales
+ 52 (55) 1720 1441
tcanales@gruposalinas.com.mx

Daniel McCosh
+ 52 (55) 1720 0059
dmccosh@tvazteca.com.mx

TV AZTECA, S.A. DE C.V. AND SUBSIDIARIES
CONSOLIDATED RESULTS OF OPERATIONS
(Millions of Mexican pesos of September 30 of 2009 and 2010)

	Third Quarter of :					
	2009		2010		Change	
	Ps		Ps		Ps	
Net revenue	2,400	100%	2,806	100%	406	17%
Programming, production and transmission costs	1,130	47%	1,406	50%	276	24%
Selling and administrative expenses	268	11%	299	11%	32	12%
Total costs and expenses	1,398	58%	1,705	61%	308	22%
EBITDA	1,002	42%	1,101	39%	98	10%
Depreciation and amortization	127		133		5	
Operating profit	875	36%	968	34%	93	11%
Other expense -Net	(172)		(233)		(61)	
Comprehensive financing result:						
Interest expense	(208)		(216)		(8)	
Other financing expense	(22)		(17)		5	
Interest income	12		21		9	
Exchange (loss) gain -Net	(20)		4		24	
	(238)		(208)		30	
Income before the following provision	465	19%	527	19%	61	13%
Provision for income tax	(107)		(110)		(3)	
Net income	358		416		58	
Non-controlling share in net profit	0		0		(0)	
Controlling share in net profit	358	15%	416	15%	58	16%

TV AZTECA, S.A DE C.V. AND SUBSIDIARIES
CONSOLIDATED RESULTS OF OPERATIONS
(Millions of Mexican pesos of September 30 of 2009 and 2010)

	Period ended September 30,					
	2009		2010		Change	
	Pes		Pes		Pes	
Net revenue	6,871	100%	7,887	100%	1,016	15%
Programming, production and transmission costs	3,527	51%	4,115	52%	588	17%
Selling and administrative expenses	791	12%	864	11%	73	9%
Total costs and expenses	4,319	63%	4,979	63%	661	15%
EBITDA	2,552	37%	2,907	37%	355	14%
Depreciation and amortization	380		394		14	
Operating profit	2,172	32%	2,514	32%	341	16%
Other expense -Net	(530)		(493)		37	
Comprehensive financing result:						
Interest expense	(665)		(639)		26	
Other financing expense	(52)		(62)		(10)	
Interest income	49		75		26	
Exchange (loss) Gain -Net	(68)		5		74	
	(736)		(620)		116	
Income before the following provision	906	13%	1,400	18%	494	55%
Provision for income tax	(454)		(471)		(18)	
Net income	452		929		477	
Non-controlling share in net profit	1		1		0	
Controlling share in net profit	451	7%	928	12%	477	106%

TV AZTECA, S.A. DE C.V. AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEETS
(Millions of Mexican pesos of September 30 of 2009 and 2010)

	At September 30			
	2009	2010		
			Change	
Current assets:				
Cash and cash equivalents	Ps 2,558	Ps 3,341	Ps 783	
Accounts receivable	3,711	4,120	409	
Other current assets	2,070	2,272	202	
Total current assets	8,339	9,733	1,394	17%
Long-term accounts receivable from Pappas	2,080	1,510	(570)	
Exhibition rights	469	913	444	
Property, plant and equipment-Net	3,082	3,126	44	
Television concessions-Net	4,649	4,648	(1)	
Other assets	1,621	1,801	180	
Goodwill -Net	159	-	(159)	
Deferred income tax asset	254	4,253	3,999	
Total long term assets	12,314	16,251	3,937	32%
Total assets	Ps 20,653	Ps 25,984	Ps 5,331	26%
Current liabilities:				
Short-term debt	Ps 1,147	Ps 1,680	Ps 533	
Other current liabilities	2,753	2,573	(180)	
Total current liabilities	3,900	4,253	353	9%
Long-term debt:				
Structured Securities Certificates	6,000	6,000	-	
Long-term debt	-	137	137	
Total long-term debt	6,000	6,137	137	
Other long term liabilities:				
Advertising advances	3,724	4,039	315	
American Tower Corporation (due 2069)	1,617	1,497	(120)	
Deferred income tax asset	-	3,378	3,378	
Total other long-term liabilities	5,341	8,914	3,573	67%
Total liabilities	15,241	19,304	4,063	27%
Total stockholders' equity	5,412	6,680	1,268	23%
Total liabilities and equity	Ps 20,653	Ps 25,984	Ps 5,331	26%