

Tr3s Premieres New Groundbreaking Novela "Bienvenida Realidad"

Innovative novela engages 10 million viewers in Mexico, before traveling to the US for its premiere on the bilingual/bicultural net, as of March 19th

MIAMI, March 14, 2012 /PRNewswire/ -- Tr3s: MTV, Musica y Mas, the bilingual/bicultural entertainment destination for Latinos in the US, premieres the newly acquired Mexican novela ***Bienvenida Realidad***, as part of its prime time line-up. The young-adult novela casts a multigenerational ensemble of high school seniors, teachers and parents, who journey through the pressures and intolerances of adolescence including bullying, homosexuality, drugs, pregnancy and STDs. The Spanish-language import drew in an astounding 10 million viewers in Mexico on the nationally syndicated Cadena Tres before heading to the US. *Bienvenida Realidad* premieres Monday thru Friday at 8pm (EST) starting March 19th on Tr3s.

"Bienvenida Realidad's phenomenal success in Latin America will definitely translate with US Hispanic audiences thanks to its raw and rebellious nature," said Charlie Singer, SVP of Content and Creative for Tr3s. *"We're thrilled to bring this innovative and authentic series to our viewers on Tr3s."*

Set in a conventional prep school in a popular neighborhood, the novela depicts a raw mosaic of today's high-school students, and their relationships with their dysfunctional families and troubled professors. The novela's defiant cast of diverse social classes includes cliques of actors, musicians, jocks and geeks made up of Dario, Mariana, Santiago and Lucia, who face rejection from their peers.

Bienvenida Realidad is a property of Cadena Tres, Argos Communications and Sony Pictures Television in Mexico. The innovative novela nabbed 10 million viewers and scored top ratings across all demos in Mexico, surpassing teen shows such as *Gilmore Girls* in the Spanish-speaking region. The new acquisition includes 120 episodes, starting in March 2012 through September 2012.

About Tr3s: MTV, Musica y Mas

Tr3s: MTV, Musica y Mas, owned and operated by Viacom International Media Networks, a unit of Viacom Inc. (NYSE: VIA, VIA.B), reaches 6.3 million Hispanic TV households (45% of US Hispanic Total TV HH) and 33.6 million total TV households. The network's programming embraces the trilogy of cultures that represents Latino life -- Latin American plus American equals US Latino -- through original productions, key acquisitions, and content from MTV Networks' portfolio of entertainment brands. Tr3s embraces the key lifestyle aspects of Latino identity -- *milestones*, *making it* and *music* -- as well as social responsibility through its initiative "Agentes de Cambio", which tackles issues that affect Latinos today. The network also taps into the growing number of Latinos that are digitally connected through www.tr3s.com.

SOURCE Tr3s: MTV, Musica y Mas

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