



MULTI-PLATFORM PUBLIC SERVICE CAMPAIGN AIMS AT IMPROVING MOTORISTS' SAFETY IN SOUTH FLORIDA

MIAMI, FL – APRIL 5, 2016 – Univision Miami has entered a partnership with Miami Dade Expressway Authority (MDX) in an effort to improve motorists' safety and further Univision's commitment to serve the South Florida community.

The Univision/MDX partnership will include public service campaigns featuring Noticias 23's anchors and reporters advocating for safe practices while on the road. The campaigns will air on all Univision local platforms including WLTV 23, WAMI 69, Radio Mambi 710 AM, Mix 98.3 FM, AMOR 107.5 FM and WQBA 1140 AM, digital and social media assets.

"Our partnership with MDX, will allow us to better serve our community by providing important safety information and showcasing valuable resources that will improve well-being on the road," said Claudia Puig, Senior Vice President and General Manager, Univision Local Media-Miami.

The partnership will also serve to raise awareness about MDX's free road ranger service operating 24-hours a day, seven days a week to assist stranded motorists and maintain mobility on roadways. MDX road ranger vehicles will now be branded with the Noticias 23 6 p.m. anchors, Ambrosio Hernandez and Alina Mayo. A multimedia campaign to promote this service will also ensue.

"Our partnership with Univision allows us to further reach stakeholders in our community," said Javier Rodriguez, MDX Executive Director. "By using the vast network and resources available through Univision, MDX will be able to more effectively educate and engage with the community."

The campaign will kick off with a promotional spot promoting MDX's *347 roadside assistance service and road rangers. The thirty-second spot will feature WLTV's Ambrosio Hernandez.

CONTACT: Mónica Rabassa
305-487-5347
mrabassa@univision.net
[@UCIPRTeam](#)

About Univision Communications Inc.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country available in approximately 93% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network available in approximately 87% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the most-watched U.S. Spanish-language cable network, as well as UDN (Univision Deportes Network), the most-watched U.S. Spanish-language sports network, Univision tlnovelas, a 24-hour cable network dedicated to telenovelas, ForoTV, a 24-hour Spanish-language cable network dedicated to international news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns 59 television stations in major U.S. Hispanic markets and Puerto Rico; digital properties consisting of online and mobile websites and apps, including Univision.com, the most visited Spanish-language website among U.S. Hispanics, UVideos, a bilingual digital video network and Uforia, a music application featuring multimedia music content; and Univision Radio, the leading Spanish-language radio group in the U.S. which owns and operates 67 radio stations including stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language general entertainment cable network and a joint venture with Disney/ABC Television Network for Fusion, a 24-hour English-language news and lifestyle TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit Univision.net.

About MDX

MDX operates and maintains five user-supported expressways in Miami-Dade County – SR 112/Airport Expressway, SR 836/Dolphin Expressway, SR 874/Don Shula Expressway, SR 878/Snapper Creek Expressway, and SR 924/Gratigny Parkway. MDX expressways are funded by toll revenue, which is reinvested back into the community and funds the construction of projects that alleviate traffic congestion, create thousands of local jobs and provide new opportunities to small and local businesses. The agency also gives back a portion of its annual revenue to qualified drivers through the MDX Cash Back Toll Dividend Program.

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