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**Despierta America, #1 National Spanish-Language
Morning Program Will Feature
16th Annual San José International Mariachi and Latin Music Festival**

***Mexican Heritage Plaza along with Media Partners KDTV Univision 14 and
KFSF TeleFutura 66 Announce a Special National Broadcast Appearance by
“Despierta America” Personality Ana Maria Canseco***

San José, California - September 18, 2007 —San José’s Mexican Heritage Plaza (www.mhcviva.org), one of the largest multi-cultural arts centers for Latinos in the United States, KDTV Univision 14 and KFSF TeleFutura 66 announced today that the national morning television program, “Despierta America,” will broadcast a special feature about the San José International Mariachi Festival. “Despierta America” (Wake Up America) personality Ana Maria Canseco will make an unprecedented appearance at the Festival to cover its music and educational events for a national television audience.

“Despierta America,” Univision's three-hour live early-morning talk/news/entertainment program, has become Hispanic America's favorite way to start the day. Informal, spontaneous and often hilarious, "Despierta America" adds humor and entertainment to the traditional early-morning format of news and information. Ana Maria Canseco along with co-hosts Fernando Arau, Raul Gonzalez, and Karla Martinez keep viewers entertained with lively discussions on a wide variety of topics, including home and family matters, consumer information and show business updates, as well as candid interviews with Latin celebrities. Throughout the broadcast, Neida Sandoval reports on the day’s most important headlines and breaking news stories.

The 16th Annual San José International Mariachi festival will take place from September 23-30, 2007. The Festival is Presented by El Mexicano Brand Cheeses, KDTV Univision 14 and Estéreo Sol 98.9/99.1 FM, Recuerdo 100.3 FM, La Kalle 100.7/105.7 FM and KLOK 1170 AM.

This is the largest Mariachi Festival in California and the second largest in the United States. Eleven-time Grammy Award winner Linda Ronstadt will be performing with Grammy winners Los Lobos, Mexican pop superstar Marco Antonio Solis will perform a special showcase concert with Mariachi Sol de Mexico and there will be traditional mariachi performances by Mariachi

Cobre, Tlen Huicani and many others. The festival's contemporary Latin music stage is headlined by Ozomatli.

The Festival's student mariachis, who attend mariachi master music and dance workshops with instructors Mariachi Cobre and Tlen Huicani will perform in a special showcase concert with Ms. Ronstadt.

"Univision is delighted to partner with the 2007 San José Mariachi Festival," stated Marcela Medina, Vice President and General Manager of KDTV Univision 14 in San Francisco. "The festival has evolved into a major Latin music event, blending headline talent and traditional Mariachi performances with educational workshops and conferences. We look forward to showcasing these wonderful attractions to our audience through our local coverage, in addition to the national spotlight that 'Despierta America' will provide in a special feature."

The Mexican Heritage Plaza relies on earned revenue and contributed income to support its educational programs and operations. Revenue from the Mariachi Festival directly supports the Plaza's mariachi and folkloric programs, which provide leading edge, innovative curriculum and instruction to underserved and low-income students throughout schools in San José and through the Festival's master classes.

Festival Highlights Include:

- September 23** **Mariachi Family Day at the Children's Discovery Museum, Presented by Target and First Five, Santa Clara County**—12:00-5:00pm
All day family fun at one of the nation's premiere hand-on children's museums including mariachi music and dance performances, workshops, arts & crafts and much more! Admission is FREE. www.cdm.org
- September 26-29** **Education Workshops: Mariachi Music and Dance**, San José Civic Auditorium, 135 W. San Carlos Street, Downtown San José, CA.
More than 400 students from all over the U.S. will attend four days of master class instruction master classes with Mariachi Cobre and Tlen Huicani. To register visit www.mhcviva.org and fill out the online registration form.
- September 28** **Student Showcase Concert**, Mexican Heritage Plaza Theatre, 7:00-9:00pm. 1700 Alum Rock Ave. San José, CA. Admission is FREE and open to the public. Students attending master classes perform at The Plaza's state-of-the-art theatre. www.mhcviva.org
- September 28** **One day conference for music educators in mariachi instruction** and curriculum, best practices, and program fundraising presented in partnership with the Smithsonian Institution.
- September 29** **Noche de Serenata Gala Concert**, San José State University Event Center, 8:00pm. Los Lobos and Linda Ronstadt with Mariachi Cobre and Tlen Huicani will perform at the traditional Gala Mariachi Concert. Tickets are \$40, \$65, \$80 and \$125. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com.

September 29-30

Feria del Mariachi @ Arena Green (adjacent to the HP Pavilion) on Saturday, September 29, 11:00am-7:00pm and Sunday, September 30, 9:00am (Mariachi Mass) and festival 11:00am-7:00pm. Outdoor music and community festival with music and dance, food and family activities. Admission is \$5 for ages 13+. Children 12 and under are FREE. Tickets will be sold at Arena Green's Feria del Mariachi entrances.

Saturday's outdoor festival will showcase different genres of Latin music and will feature Ozomatli, Maraca, Incendio, The Iguanas, Los Mocosos, Los Pinguos and more!

Sunday's outdoor festival will showcase traditional Mariachi music and dance including, at the El Mexicano Main Stage with performances by Mariachi Azteca, Los Lupeños de San José, Mariachi Reyna de Los Angeles, Los Mestizos de San José, Mariachi Internacional Guadalajara, Mariachi Sol de Mexico® de José Hernández, Mariachi Cielo de Mexico, A GRAND FINALE WITH ALL MARIACHI and much more.

September 30

“Mostly Mariachi” Concert. Latin superstar Marco Antonio Solis will perform with Mariachi Sol de Mexico® de José Hernández at a special showcase concert at San José's HP Pavilion, 7:30pm. Tickets are \$55, \$75 and \$90. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com.

“This artist roster provides something for everyone – for fans of contemporary Latin music, traditional music, and families – Linda Ronstadt and Los Lobos will be performing new material together for the first time and Marco Antonio Solis is currently #2 on the Latin Billboard chart,” said Marcela Davison Aviles, Executive Producer of the Festival and President and CEO of the Mexican Heritage Corporation. “We are also thrilled to partner with El Mexicano Brand Cheeses this year to present these fabulous artists and our “Battle of the Mariachi Bands” for the first time, with over seven ensembles appearing on our stages at the Arena Green.”

For more information on The 16th Annual San José International Mariachi Festival call Mexican Heritage Plaza at 1-800-MHC-VIVA or visit www.mhcviva.org.

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