



**UNIVISION ANNOUNCES CALL FOR ENTRIES FOR THE  
“PREMIOS JUVENTUD” YOUTH SCHOLARSHIPS PRESENTED BY  
JCPENNEY**

**Deserving Students to Receive Hispanic Academic Excellence Awards During  
Star-Studded Broadcast of Upcoming 7<sup>th</sup> Annual “Premios Juventud”**

**Recognitions to Underscore Importance of Education in Line with Univision’s  
“Es El Momento” Educational Initiative**

**Deadline for Application is May 26, 2010**

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**MIAMI (May 7, 2010)** – Univision Network announced today the call for entries for the “Premios Juventud” Youth Scholarships, presented by JCPenney, which honors students for their academic, athletic and fine arts achievements. The winners will be announced during the live broadcast of the network’s 7<sup>th</sup> Annual “Premios Juventud” Youth Awards show to be held on July 15, 2010. Aspiring students must submit their applications by May 26, 2010.

“Univision is deeply committed to education and improving the academic achievement of our young people, so we’re very excited to partner once again with JCPenney for this great program,” said César Conde, president, Univision Networks. “This is the seventh year we have provided scholarships to deserving students and along with our educational campaign ‘Es el Momento,’ we hope to continue to inspire young Hispanics to further their academic learning and become successful professionals in the future. We sincerely encourage all eligible students to apply.”

In addition to the \$15,000 scholarship that JCPenney will provide to each winner they will also receive a makeover day at a local JCPenney salon in Miami complete with hair and beauty services. At the store they will work with a celebrity stylist who will help them achieve a red carpet look for the awards show. The following morning the scholarship winners will appear on Univision’s *Despierta América* morning show where they will get a chance to share their personal stories and future goals.

“As the leading corporate advocate for the movement to provide access to enriching programs for children after school, JCPenney has a history of supporting activities that foster positive youth development,” said Mike Boylson, executive vice president and chief marketing officer for JCPenney. “Through our collaboration with Univision’s Premios Juventud we are able to further

this commitment with an exciting program that allows us to support and contribute to the future success of today's Hispanic youth.”

To be eligible to apply for the “Premios Juventud” scholarships presented by JCPenney, the student must currently be in his/her senior year of high school with sufficient credits to graduate, fluent in Spanish, reside in the continental United States of America or The Commonwealth of Puerto Rico, have a cumulative Grade Point Average (GPA) of 3.5 or higher based on a 4.0 scale, be of Hispanic heritage (see application form for more details), be either a U.S. citizen or legal permanent resident with a valid permanent resident card, have a valid social security number and be accepted to attend a U.S. accredited college or university, as defined by The Council for Higher Education Accreditation, that is based in the continental U.S. or The Commonwealth of Puerto Rico. Application forms are available at [Univision.com](http://Univision.com) (keyword: [Becas Juventud](#)).

Univision's “Premios Juventud” Youth Awards are Spanish-language television's trendiest and most unconventional awards show that honors the biggest names in Latin show business, fashion and sports. Chosen by young Hispanics who vote online through [Univision.com](http://Univision.com) (keyword: [Premios Juventud](#)), the star-studded awards show features performances by some of the most popular Latin music stars today.

#### **About Univision:**

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces telenovelas, reality shows, dramatic series and other programming formats for all of the Company's platforms; Univision Television Group, which owns and operates 63 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Interactive Media, which includes <http://www.univision.com>, the premier Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications 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 [www.univision.net](http://www.univision.net)

#### **About JCPenney:**

JCPenney is one of America's leading retailers, operating 1,109 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the internet, [jcp.com](http://jcp.com), and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as “JCP” on the New York Stock Exchange, the Company posted revenue of \$17.6 billion in 2009 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's “Every Day Matters” brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's approximately 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

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