

**SUBSCRIPTION OF GRUPO TELEVISA'S  
CAPITAL INCREASE**

Mexico City, August 7, 2011. – Grupo Televisa, S.A.B. (“Televisa”; NYSE:TV; BMV:TLEVISA CPO) today announced that according to the terms of:

- i) the resolutions adopted by the general extraordinary shareholders’ meeting of the Company, dated April 29th, 2011; and
- ii) the notice to the shareholders and titleholders of the ordinary participation certificates with Company’s shares as underlying, distributed by the Company on July 28, 2011 through the web page [www.bmv.com.mx](http://www.bmv.com.mx) and published on August 5, 2011 in the Official Federal Gazette (*Diario Oficial de la Federación*)

the price at which the Company’s shareholders may subscribe the shares representing the Company’s capital stock for purposes of their right of first refusal provided in article 132 of the General Law of Commercial Companies and the Eleventh Article of the Company’s by-laws, is Ps.0.598290598 per share. In other words, the subscription price of an ordinary participation certificate issued on shares representing the capital stock of the Company as underlying, is Ps.69.999999966.

Finally, we announce that considering that the last day of the subscription term of the capital increase approved by the general extraordinary shareholders’ meeting of the Company dated April 29th, 2011, is August 20th, 2011, which is a non-business day for trading in the Mexican Stock Exchange (Bolsa Mexicana de Valores, S.A.B. de C.V.), the business day immediately following to the date in which the subscription term expired will be deemed the last day of such subscription term, specifically August 22, 2011.

*Grupo Televisa, S.A.B., is the largest media company in the Spanish-speaking world based on its market capitalization and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay-television networks, international distribution of television programming, direct-to-home satellite services, cable television and telecommunication services, magazine publishing and distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, the operation of a horizontal internet portal, and gaming.*

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