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**TELMEX and ICRA Unite to Promote Internet Safety in Latin America**

*Leading Latin American telecommunications company to work with Internet Content Rating Association to create messages and public policy for Internet safety*

Washington, D.C. (Dec. XX, 2006) – As the telecommunications leader in Latin America, TELMEX knows that it has a social responsibility to make communications on the Web a safe experience for all users. Out of its dedication to this goal, TELMEX has confirmed that it will become a member of the Internet Content Rating Association (ICRA), a non-profit organization that exists to protect children from potentially harmful material while preserving free speech on the Internet. In addition, Ricardo Kuri, responsible for TELMEX's Internet presence, has been named as the TELMEX representative on the ICRA Board.

“TELMEX is dedicated to making sure that each of our customers, especially children, has a safe and overall positive experience on the Internet,” Ricardo Kuri for TELMEX said. “ICRA's labels are some of the most accurate, and most trusted, in the world, and we're excited to work with this organization to better protect children from harmful and inappropriate content on the Internet.”

As a member, TELMEX will work closely with ICRA to create a set of public education messages and to develop a more proactive public policy stance on Internet safety within Latin America. (TELMEX is the leading telecommunications company in Latin America, with operations in Mexico, Argentina, Brazil, Colombia, Chile, Peru and the United States. TELMEX and its subsidiaries offer the most extensive services, including voice, data, video and Internet for all segments from rural residential to large, international corporations. TELMEX has developed a 100 percent digital technological platform that operates one of the most advanced optical fiber networks, which reaches 39 countries via underwater cable way connections.

“ICRA is thrilled to have a member with such a large presence in Latin America,” Stephen Balkam, CEO of ICRA, said. “Making the Internet safe for children is a goal that spans the globe, and we’re very much looking forward to working to achieve this goal in Latin America with the help of TELMEX.”

Marie-Claire Hernandez, president of the Family and Society organization in Mexico, brought ICRA and TELMEX together.

“At Family and Society, we’re very concerned with making sure that children do not view harmful content on the Internet,” Hernandez said. “ICRA and TELMEX both share this goal, and it was natural that they should come together to work to achieve it. TELMEX’s membership is a huge step toward ensuring that all Latin American Internet users have a safe experience.”

ICRA is an international, non-profit membership organization of Internet leaders working to develop a safer Internet. With offices in the United States and the United Kingdom, in addition to representatives in Germany and Spain, ICRA membership is made up of a number of leading Internet and communications companies, including AOL, AT&T, British Telecom, CompTIA, GSM Association, Solarsoft, Microsoft, T-Online and Verizon. Currently, more than 100,000 Web sites worldwide are self-labeled, including pages from MSN, AOL, Yahoo, T-Online and Hustler.

#### **About ICRA**

The Internet Content Rating Association is a non-profit organization that exists to protect children from potentially harmful material while preserving free speech on the Internet. ICRA is supported by many of the leading Internet industry players: AOL, AT&T, British Telecom, CompTIA, Microsoft, Digimarc, Kingston Communications, T-Online, and Verizon. For more information, please visit [www.icra.org](http://www.icra.org).

#### **About TELMEX**

TELMEX is the foremost telecommunications company in Latin America, with operations in Argentina, Brazil, Colombia, Chile, Peru, Mexico and the United States. TELMEX has the technological capacity and strategic partnerships to guarantee our clients the technology, service, attention and support they need for their telecom services. With the major technological capacity and coverage of TELMEX access and transport networks, TELMEX and its subsidiaries offer a broad range of advanced telecom services, including voice, data and video transmission, Internet access and integrated solutions both for small and medium business clients and for large international corporations, thus ensuring a high and sustained rate of growth in TELMEX services. More information about TELMEX is available at [www.TELMEX.com](http://www.TELMEX.com).