



## **Williams Worldwide Television announces rollout of Auto Inglés Total™**

**May 10, 2006, Santa Monica, CA** - Williams Worldwide Television (WWTV) is pleased to announce the roll out of Bricknell Communications Group's Auto Inglés Total™, a comprehensive learn to speak English audio course complete with CD player for convenient self-study during "deadtime": whether you're driving to work, doing chores, or simply doing busy work. Auto Ingles Total maximizes your time and makes learning English easy.

After a successful media test on WWTV's own Media UNO program, WWTV is ready for a full product roll-out campaign in collaboration with all the major distributors' in Latin America.

"We are thrilled to represent such a high-quality product in Latin America; we strongly believe in Auto Inglés Total™ and will support our Latin America distributors with the complete backing of our Media UNO pan regional strength" announced Sylvia Morales, Director of Sales and Media for WWTV.

"The Auto Inglés Total™ series provides a successful and exciting approach on learning a new language, taking into consideration the busy schedules, routines and practical necessities people have in their daily life" Commented BCG CEO Carlos Montaner, in announcing the new product's availability. "There is a growing need for effective portable learning tools; Auto Inglés Total™ provides just that. Our customers appreciate that it is modular, entertaining, and can be easily used with other family members at the same time".

About Williams Worldwide Television:

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 13-year history in the industry and consistently brings the best products at the best prices to distributors in Europe, Asia, and Latin America. Product categories include fitness, kitchen/housewares, pet care and health & beauty. WWTV's Media UNO program contracts exclusive yearly media contracts with some of the regions best cable media like Discovery,

AXN, Animal Planet and The History Channel. WWTV's extensive DRTV background and track record with global sales has established the company as a powerhouse in the international community.

For more info on WWTV, visit: [www.williamsworldwidetv.com](http://www.williamsworldwidetv.com)

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