

Date: Dec 2, 2009; Section: Business; Page: 3C

# FLORIDA BUSINESS BRIEFS

## TELEVISION

Cable channel targets Hispanic women

Miami-based Fox Latin America Channels has launched Utilísima, a Spanish-language cable TV network catering to women in the United States, where it will be available to two million households.

The channel is also available in Latin America, Canada, Spain and New Zealand.

Fox purchased the network — founded in Argentina in the 1990s — along with its programming and a production studio. Content centers on “how-to” shows related to beauty and fashion, health, maternity, decorating, arts and crafts and cooking. It is available via the DISH Network.

In addition to its cable programming, Utilísima offers an expansive website of recipes and crafts instructions plus “how-to” DVDs; books on cooking, decorating, dressmaking; and a magazine.

—MIAMI HERALD STAFF

## •MEDICAL EQUIPMENT

### FLORIDA SUES MAKER OF THERAPY MACHINE

The Florida Attorney General’s office sued a Tampa firm that it said made and sold more than 1,000 pricey back-pain therapy machines to physicians nationwide through “false, deceptive or misleading advertising.”

Most of the doctors were chiropractors.

The defendants are Axiom Worldwide, president and CEO James J. Gibson Jr. and vice president Nicholas Exarhos. The complaint said they co-founded the company and both participated in unlawful sales practices. Among other misleading statements, the complaint, which was filed Nov. 19 in Hillsborough Circuit Court, charged were that Axiom called its DRX 9000 spinal decompression system “the eighth wonder of the world.”

Attorney General Bill McCollum seeks an injunction barring Axiom from continuing to market the machine under false pretenses and also seeks a court order forcing almost \$100 million in repayment to consumers and the state — the amount that Axiom received for the machine in 2005 and 2006.

— HEALTH NEWS FLORIDA

## •MEDIA

### TRIBUNE GETS EXTENSION ON CHAPTER 11

A Delaware bankruptcy judge has extended the deadline until Feb. 28 for the Tribune Co. to submit a Chapter 11 reorganization plan. The company owns 12 newspapers — including the Chicago Tribune, Los Angeles Times, South Florida Sun Sentinel, Orlando Sentinel, El Sentinel-South Florida and El Sentinel-Orlando — along with radio, cable and TV stations. It sold the Chicago Cubs last summer. Tribune says it needs more time to review issues surrounding the leveraged buyout that took the company private in 2007. Credit agreement lenders, who hold more than \$4 billion in Tribune debt, objected to the extension. — ASSOCIATED PRESS

## •COMMERCIAL REAL ESTATE

### PALM BEACH OFFICE VACANCIES INCREASE

Palm Beach County’s office vacancy rate has risen to 17.7 percent, its highest point this decade, brokerage Marcus & Millichap said in its fourth-quarter office market report. Vacancy rates range from 11.5 percent in North Palm Beach to 26.3 percent in Delray Beach. However, medical space is faring well. “Despite the recession, leasing of medical office space has been steady. Nearly 89,000 square feet has been leased so far this year, and more than 172,000 square feet has been leased in the past 12 months,” says the report. — PALM BEACH POST