



Estrella TV to Enter Chicago Market

Liberman Broadcasting Acquires Chicago TV Station from Trinity Broadcasting

Estrella TV Now Spans 26 Hispanic TV Markets with Full Presence in Top Fifteen; Network Reaches 73 Percent of the Hispanic Population

LOS ANGELES, February 22, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the acquisition of its ninth owned-and-operated (O&O) television station, from Trinity Broadcasting Network, Inc. The deal, which comes on the heels of LBI Media's recent station purchase in Denver, broadens the reach of the Company's popular Hispanic broadcast network, Estrella TV, to 73 percent of the U.S. Hispanic population. The transaction is expected to close in the second quarter of 2010 and is subject to customary regulatory approvals.

Licensed to Palatine, Illinois, the television station serves the Chicago market on Channel 40 from the Willis Tower, formerly named the Sears Tower. The Chicago market is the sixth largest Hispanic television market in the United States, representing more than 490,000 Latino TV households. As early as the Spring, area viewers will be able to watch a compelling lineup of diverse Estrella TV content, which includes musical-variety, comedy, drama, talk and game shows, as well as daily national news and magazine programs.

"With the addition of the Chicago station to our O&O stable, LBI Media has achieved yet another significant milestone: Estrella TV will now be seen in each of the top fifteen U.S. Hispanic markets," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "Hispanics are among fastest growing segment of Chicago's population with nearly two million living in the metropolitan area. We seek to enrich the community with Estrella TV's refreshing news and entertainment, in addition to providing advertisers with a unique platform to engage a coveted demographic."

Spanning 26 markets nationwide, Estrella TV currently boasts a presence in 21 of the top 25 Hispanic U.S. markets. The network counter programs the imported content and telenovelas found on other Hispanic networks, providing fresh alternatives to Hispanic audiences, such as "Tengo Talento, Mucho Talento," "Estudio Dos" and "A Que No Puedes." LBI Media produces 56 hours of weekly programming out of its Burbank studios that utilizes top talent from the U.S., Mexico and Latin America out of its Burbank studios and has a library of over 5,000 hours of programming.

The robust ratings generated by the network serves as a valuable platform for advertisers that seek creative buying solutions, talent endorsements, organic product integration and cross promotional opportunities. LBI Media has an in-house sales force, Spanish Media Rep Team (SMRT), which focuses on selling TV advertising exclusively for Estrella TV. The dedicated sales team has made three recent appointments, including an Executive Vice President of National Sales, and opened a new office in Atlanta to better support Estrella TV's growth.

About LBI Media, Inc.

LBI Media, Inc. (LBI) is the leading privately held owner of Spanish-language TV and radio stations and the largest producer of Spanish television programming in the United States. The Company owns and operates nine television stations and 22 radio stations. Leveraging its TV broadcast platform and affiliate agreements with prominent broadcasters; LBI has launched the Estrella TV network, which now has a presence in 21 of the top 25 Hispanic markets and a reach of approximately 73 percent of the U.S. Hispanic population. From three of its company-owned Burbank, CA-based TV production facilities, LBI produces quality original television content for nationwide broadcast on Estrella TV. The Network's highly rated slate includes musical-variety, comedy, scripted drama, talk and game shows, and features top talent from the United States, Mexico and Latin America.

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