



## **Estrella TV's "Tengo Talento, Mucho Talento" – Season Two to Crown Next Rising Star!**

***Talent Show Contestants Compete for Chance to Win  
\$100,000 Grand Prize & Career Boost***

***New Celebrity Judge, Mexican Sensation Patricia Manterol, Joins  
Pepe Garza & Hector Suarez***

**LOS ANGELES, March 1, 2010** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its hit talent show, "Tengo Talento, Mucho Talento" is returning to Estrella TV for its second season. Premiering on March 1<sup>st</sup>, the originally produced LBI program will air Monday through Friday at 9 p.m. ET/PT and 8 p.m. CT for 10 sequential weeks. A two-part finale is slated to run on May 25<sup>th</sup> and May 26<sup>th</sup>, during which the winner of "Tengo Talento, Mucho Talento" will be crowned.

Season two of "Tengo Talento, Mucho Talento" will give contestants yet another opportunity to vie for a grand prize of \$100,000 and assistance in launching a career in a variety of entertainment arenas such as music, dance, acting, comedy, etc. Auditions for the show took place in Los Angeles, Houston and Dallas, and have expanded to Portland, San Jose, San Bernardino, Anaheim and Long Beach.

New to the celebrity judges table this season is Mexican superstar, Patricia Manterola, who will be joining Pepe Garza, the influential Grammy award winning program director for LBI's regional Mexican radio stations, and Hector Suarez, legendary Mexican actor and comedian, to determine the fate of the contestants. The program will be taped in Los Angeles at LBI Media's Chuperamigos Theater.

"We're very excited to bring 'Tengo Talento, Mucho Talento' back for a second season on Estrella TV. Our first season was a smashing success with audience engagement, advertisers and ratings and we believe this year's competition will be even more impressive," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "Such positive reception is derived from our concerted efforts to provide audiences and advertisers with fresh, interactive Hispanic programming. Stay tuned to see who nabs the top spot!"

Last year, San Fernando, California-based teenager Sherline Lopez was chosen as the winner among five hundred qualifying acts. The crooner sang her way into both the judges' and viewers' hearts with such pop numbers like Christina Aguilera's "El Beso del Final" [The Last Kiss]. "Tengo Talento, Mucho Talento" made its broadcast debut during Nielsen's 2009 November Sweeps period and ranked second among key 18-49 and 25-54 adult demographics, weekdays from 9:00 p.m. to 10:00 p.m., outpacing Telemundo and Univision's Telefutura.

For its second season, "Tengo Talento, Mucho Talento" will feature innovative advertiser opportunities like branded integration and product placement through talent/contestant endorsements, story line features and viewer mobile text messaging. All network and national sales for Estrella TV programs are exclusively managed by LBI Media's internal sales team, Spanish Media Rep Team (SMRT). The dedicated sales force 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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