



Estrella TV Becomes Nielsen Rated Network

Growing Hispanic Broadcaster's Measurement to Begin March 8th

LOS ANGELES, March 08, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its popular Hispanic network, Estrella TV, will be a reported broadcast network within the Nielsen People Meter Sample effective March 8, 2010. The data derived from Nielsen will provide advertisers with the first real look at the network's dynamic relationship with Spanish-language viewers.

"Nielsen's regular People Meter ratings estimates will satisfy advertisers, media buyers and marketers needs and highlight the robust ratings generated by Estrella TV," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "It also provides a call to action for advertisers seeking to develop customized, targeted promotional opportunities to better connect with our wide Hispanic viewership base."

Audience estimates for Estrella TV programming will be available in the following national syndicated reports, reporting applications and electronic files:

- NTI Pocketpiece Report Program Audience Estimates (PAE) Sections
- NTI Pocketpiece Electronic File
- NTI NAD Electronic File
- NPM Respondent Level Data (Mid-Minute and All Minute)
- NPOWER
- Galaxy Explorer/Lightning
- MarketBreaks
- Average Commercial Minute MIT (ACM)
- Ad*Views

Estrella TV airs 56 hours of original Spanish-language programming each week and owns a library of over 5,000 hours. The network's compelling line-up includes musical-variety, comedy, drama, talk and game shows, as well as daily national newscasts and news magazine programs. Nielsen data and analysis will offer valuable, detailed nationwide information about the audiences for "Tengo Talento, Mucho Talento," "A Que No Puedes," "Estudio Dos" and dozens of other Estrella TV programs.

Estrella TV spans 27 U.S. Hispanic markets nationwide, covering 73 percent of U.S. Hispanic TV Households, through nine Company-owned and operated (O&O) television stations and 19 affiliate stations. LBI Media has a wholly owned sales force, Spanish Media Rep Team (SMRT), which sells TV advertising exclusively for Estrella TV O&O and affiliates. SMRT has offices throughout the United States, including Los Angeles, New York, Chicago, Dallas, Miami and Atlanta.

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 21 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 over 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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