



## **Estrella TV Successfully Debuts as a Nielsen Rated Network**

### ***Impressive February Sweeps Results; Ranks #3 in Los Angeles***

#### ***“Tengo Talento, Mucho Talento” Delivers Solid First Week Ratings***

**LOS ANGELES, March 11, 2010** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that Estrella TV debuted fourth among the many nationally rated Spanish language networks across all key demographics from 8:00 p.m. to 11:00 p.m. and also outperformed Azteca America by 73 percent during that same time period for Adults 18-49.

In addition, Nielsen Media Research's February 2010 Sweeps period showcased that Estrella TV's flagship station, KRCA-TV in Los Angeles, ranked third among persons 18-49 on weekdays during the early fringe and prime time dayparts.

“We are pleased with our strong network debut and are certain that Estrella TV will continue to gain traction among audiences, underscoring our focus on originally produced content and growing popularity in the markets we've recently entered,” said Lenard Liberman, Chief Executive Officer and President of LBI Media. “During the February Sweeps, our flagship station KRCA ranked third, while the first week of Tengo Talento, Mucho Talento delivered impressive audience levels among key demographics. All in all, our fresh, alternative programming is becoming the more favored option among Hispanic viewers.”

Estrella TV's hit talent show, “Tengo Talento, Mucho Talento,” had an impactful second season return during its first week, which started March 1<sup>st</sup>. The program, which recently added Mexican superstar Patricia Manterola to the celebrity judges table, alongside Pepe Garza and Hector Suarez, was met with high enthusiasm from its viewers. “Tengo Talento, Mucho Talento” scored a 2.0 rating among Adults 18-49 and a 2.3 rating among persons 25-54 from 9:00 p.m. to 10:00 p.m. on weekdays. Estrella TV beat out Azteca America and Telemundo by 186 percent and 67 percent, respectively, for Adults 18-49 and by 130 percent and 64 percent, respectively, for Adults 25-54. These results are based on dominant program time period.

Estrella TV produces all of its own programming from its Burbank, California studios and counter programs the imported content found on other Hispanic networks. The Company's slate of original programming includes musical-variety, comedy, scripted drama, talk and game shows, and features top talent from the United States, Mexico and Latin America.

With recent ad personnel appointments and the grand opening of its Atlanta office, LBI's wholly owned national sales organization, Spanish Media Rep Team (SMRT), is responding to growing advertiser demands. SMRT sells spot advertising exclusively for Estrella TV's owned and operated (O&O) and affiliate stations. In addition to its new Atlanta location, SMRT has offices throughout the United States, including Los Angeles, New York, Chicago, Dallas and Miami. The network serves as a valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly organic product integration and cross promotional opportunities.

Spanning 27 U.S. Hispanic markets nationwide and covering 73 percent of U.S. Hispanic TV Households, Estrella TV currently has a presence in 21 of the top 25 Hispanic U.S. markets, with nine O&O stations and 19 total affiliates. LBI Media captures the attention of existing and future markets by being the only

Hispanic broadcaster to produce 60 hours of original programming per week, including a wide array of musical-variety, comedy, scripted drama, talk and game shows from their very own Burbank studios in California.

**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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