



## **Legendary Journalist Enrique Gratas Joins Estrella TV**

### ***Former Univision Personality and Recognized Anchor to Lead New Estrella TV News Program "Noticiero con Enrique Gratas"***

**LOS ANGELES, April 13, 2010** – Liberman Broadcasting, Inc. (LBI Media), today announced that Enrique Gratas, an award winning Spanish-language journalist, is joining Estrella TV's line-up of stars. Effective Monday, April 19<sup>th</sup>, Mr. Gratas will become the lead anchor of a new, half-hour national network primetime newscast called "Noticiero con Enrique Gratas."

"Enrique is one of the most respected Spanish-language television news anchors in the U.S. and we are honored to have him join Estrella TV from his long tenure at Univision," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "His experience, impressive credentials and strong group of followers make him a perfect fit to lead Estrella TV's new, weekday national news broadcast. Enrique's arrival reflects our ongoing commitment to bringing the best talent to our top-quality original programming."

"Noticiero con Enrique Gratas" will air Monday through Friday at 10:30 p.m. ET/PT and 9:30 p.m. CT/MT. The show will present a daily in-depth review and analysis of the most important events affecting the U.S. Hispanic community. The majority of Estrella TV's news content is exclusive and is specifically obtained and developed to address the biggest issues affecting this growing market. With the credibility and professionalism of Enrique Gratas, this daily national newscast is sure to break network ratings records.

Most recently, Mr. Gratas served as the anchor of Univision's "Última Hora" ("Last Hour"), which launched in 1999 and became the highest rated nightly news program in the Spanish-language TV industry. Prior to that, he anchored Telemundo's flagship show, "Ocurrió así" ("It happened like this"), the network's first daily investigative news magazine. Over the course of his expansive 30-year career, Mr. Gratas has interviewed such renowned world leaders as President George W. Bush and Defense Secretary Donald Rumsfeld, and covered some of the most compelling stories of our day including the 9-11 attacks in New York City, Luis Colosio's assassination (Candidate for the Mexican Presidency in 1994), the 1996 Olympic bombing in Atlanta, the political crises in Argentina and Venezuela and more.

"At this stage in my career, I want to make a lasting impact on the Hispanic community and Estrella TV is proving to be the best platform for entertaining and informing audiences across the U.S.," said Mr. Gratas. "I'm excited to have the unique opportunity to associate with a popular national network that has a long, successful history of providing original programming and looking forward to engaging Estrella TV's growing Hispanic viewers."

Mr. Gratas began his career as a journalist in Argentina before moving to stateside in the 1970s. He's been the recipient of such awards as the Suncoast Regional Emmy Award, the Paoli Award for his commitment to journalism, the Señor Internacional award and he was a Golden Globe Nominee for Best News Anchor.

Estrella TV is conducting its first upfront roadshow since it launched as a national network in September 2009 and became Nielsen-rated in March 2010. The Hispanic network is unveiling its "infront" presentation to the advertising community beginning April 19<sup>th</sup>, embarking on a seven-city tour which includes Los Angeles, New York, Miami, Houston, Dallas, Chicago and San Antonio. "Noticiero con

Enrique Gratas” is one of several new shows – like “Duettos” and “Tardes Envivo” – set to be added to Estrella TV’s programming slate.

**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 75 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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