



Estrella TV Widens National Footprint with New Affiliate Deal

Extends Partnership with Communications Corporation of America in Odessa-Midland Market; Solidifies Leading Presence in Texas

LOS ANGELES, April 27, 2010 – On the heels of a recent affiliate deal in Palm Springs, California, Liberman Broadcasting, Inc. (LBI Media) today announced that it entered into yet another agreement -- this one with Communications Corporation of America (CCA). Estrella TV, LBI Media's popular Hispanic network, is set to air in the Odessa-Midland, Texas market on KPEJ-TV, Channel 24.2.

Odessa-Midland is the 40th largest Hispanic TV market, representing approximately 55,580 Latino households. As a result of the addition, Estrella TV now reaches over 75 percent of U.S. Hispanic TV households across 30 markets. Since becoming Nielsen-rated in January, Estrella TV has generated consistent results in core demographics across many day parts, including prime time, outperforming established networks like Telefutura on a regular basis.

This also marks LBI Media's second deal with CCA in Texas. In February 2009, Estrella TV gained four other affiliates: Brownsville-McAllen (KVEO-TV), El Paso (KTSM-TV), Waco (KWKT-TV) and Tyler-Longview (KETK-TV). Counting Odessa-Midland, the network has a leading presence in nine Texas markets in total, including LBI Media's two owned and operated (O&O) stations in Houston and Dallas-Fort Worth and its two other affiliate partnerships in San Antonio and Austin.

"As we continue to build out our national platform, affiliates like CCA are seeing the benefits of joining Estrella TV and validating our success by expanding our existing partnership," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "With our upfront tour underway, advertisers will fully appreciate why our sought-after network is resonating with viewers and our partners."

Continuing its commitment of delivering fresh, alternative programming, Estrella TV is launching several new shows to its lineup, such as "Noticiero con Enrique Gratas," "Duetto" and "Tardes Envivo," in the coming weeks. The network's diverse roster also includes comedy, drama, talk and game shows, all featuring top talent from the U.S., Mexico and Latin America. Moreover, stellar ratings from hit talent show "Tengo Talento, Mucho Talento" are helping to catapult Estrella TV to third place among its Spanish-language network competitors.

LBI Media's in-house sales force, Spanish Media Rep Team (SMRT), sells network advertising exclusively for both O&O and affiliate stations. The dedicated sales team has offices in Los Angeles, New York, Dallas, Chicago, Atlanta and Miami.

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 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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