



Estrella TV Enters North Carolina with New Affiliate Deal

WCWG-TV in Greensboro-High Point-Winston-Salem Market to Launch Hispanic Network on its Digital Multicast Channel

LOS ANGELES, May 04, 2010 – On the heels of a series of affiliate deals in California and Texas, Liberman Broadcasting, Inc. (LBI Media) today announced that it entered into an affiliate agreement with TTBG Greensboro OpCo, LLC (TTBG). Estrella TV, LBI Media's popular Hispanic network, is set to air in the Greensboro-High Point-Winston-Salem, North Carolina market on WCWG-TV, Channel 20.2. TTBG retained Titan Broadcast Management, LLC to operate WCWG on its behalf.

Greensboro-High Point-Winston-Salem is the 53rd largest U.S. Hispanic TV market, representing approximately 37,420 Latin American households. The affiliate deal increases Estrella TV's affiliate count to 23, raises its total market reach to 31 and expands the network's reach to more than 75 percent of U.S. Hispanic TV households.

"North Carolina is a new territory for Estrella TV and we look forward to enriching the community with our refreshing news and entertainment, in addition to providing advertisers with a unique platform to engage a coveted demographic. Broadcast affiliate partners like TTBG are welcoming the diversity of Estrella TV programming and seeking out the network to include as part of their digital offerings," said Lenard Liberman, Chief Executive Officer and President of LBI Media.

Featuring top Latin American talent, Estrella TV's programming roster includes musical-variety, comedy, scripted drama, talk and game shows, as well as daily national newscasts and news magazine shows. The network recently introduced "Noticiero con Enrique Gratas" to its lineup, and plans to add several other show, like "Duetto" and "Tardes Envivo," in the coming weeks.

The robust ratings generated by Estrella TV serves as a valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly organic product integration and cross promotional opportunities. 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 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 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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Media Contacts:

Nancy Zakhary / Sharon Oh
Brainerd Communicators, Inc.
212-986-6667
nancy@braincomm.com / oh@braincomm.com