



Estrella TV Enters Nebraska through Affiliate Deal

KPTM-TV in Omaha to Air Hispanic Network's Popular Programming Slate

LOS ANGELES, May 06, 2010 – Liberman Broadcasting, Inc. (LBI Media) today announced that it has entered into an affiliate deal with TTBG Omaha OpCo, LLC (TTBG) in Omaha, Nebraska to air its popular network, Estrella TV, on KPTM-TV, Channel 42.3. TTBG retained Titan Broadcast Management, LLC to operate KPTM on its behalf.

Estrella TV, currently ranked fourth among Spanish-language networks, is dedicated to providing a wide array of compelling programming to Hispanic viewers, featuring series like “Tengo Talento, Mucho Talento,” “Noticiero con Enrique Gratas” and “Estudio 2.” The network captivates its audience by producing over 60 hours of original programming a week at its Burbank studio and by counter-programming the imported content and telenovelas found on other Hispanic networks. Estrella TV generates consistent results in key demographics across many day parts, including prime time, outperforming established networks on a regular basis.

“We are confident that Estrella TV’s hit programming will be well received by Omaha viewers, providing KPTM with a clear advantage over the other Spanish language networks in the market,” said Lenard Liberman, Chief Executive Officer and President of LBI Media. “The network is steadily becoming part of affiliate station’s long-range plan to serve a growing Hispanic community.”

Omaha is the 71st largest Hispanic television market in the United States, representing approximately 22,420 Latino households. The affiliate deal increases Estrella TV’s affiliate count to 24, raises its total market reach to 32 and expands the network’s reach to more than 75 percent of U.S. Hispanic TV households.

LBI Media’s in-house sales force, Spanish Media Rep Team (SMRT), sells network advertising exclusively for O&O Estrella TV stations and affiliate stations. SMRT has offices in Los Angeles, New York, Dallas, Chicago, Atlanta and Miami. Estrella TV serves as a valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly organic product integration and cross promotional opportunities.

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.

###

Media Contacts:

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