



MEDIA ALERT

Estrella TV Outpaces Telemundo in Prime Time

Popular Music Variety Series, “Estudio 2,” Beat Competition in Six Key Demographics

WHAT: Estrella TV’s “Estudio 2” ranked third among Spanish-language broadcasters on Wednesday, May 26th – the final day of May Sweeps – beating Telemundo by significant percentages, according to Nielsen. The milestone occurred during the critical primetime hours of 7:00 p.m. to 8:00 p.m., and showed major viewership increases over other networks across key demographics, including:

- Adults 18-49: 24 percent more viewers than Telemundo
- Men 18-49: 29 percent more viewers than Telemundo
- Women 18-49: 34 percent more viewers than Telemundo
- Adults 25-54: 21 percent more viewers than Telemundo
- Men 25-54: 30 percent more viewers than Telemundo
- Women 25-54: 29 percent more viewers than Telemundo

“Estudio 2” is a fast-paced, hour-long music variety show with a combination of live music performances by top Latin artists, comedy and entertainment.

WHO: Estrella TV -- the Nielsen-rated, national Hispanic television network owned by Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the U.S.

WHY: Having concluded their inaugural Upfront presentation since launching in September 2009, LBI Media’s Estrella TV is making a splash in the Hispanic entertainment market. By counter-programming against other networks and producing original content, Estrella TV is capturing the attention of audiences, in addition to distributors and advertisers who are looking to reach a growing Hispanic population. The network currently reaches more than 75 percent of Hispanic TV households. For more information please visit: www.lbimedia.com .

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