



Renan Cardona Joins Estrella TV as New Sports Anchor

Former Telefutura Commentator Takes a Seat Alongside Jesus Javier on “Noticias 62” Newscast

LOS ANGELES, June 14, 2010 – On the heels of launching a new half-hour national network primetime newscast called “Noticiero con Enrique Gratas,” Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that Renan Cardona will become the new sports anchor for Estrella TV’s leading local news program, “Noticias 62” (News 62). Effective immediately, he will be joining lead anchor and news director Jesus Javier on the program, which launched in 2000.

“Noticias 62” airs daily at 12:00 p.m. PT, 5:00 p.m. PT and 11:00 p.m. PT on KRCA-TV, Channel 62; LBI Media’s flagship owned and operated station serving the Los Angeles market. It delivers local news affecting Hispanic communities living in the second largest city in the U.S., focusing on political and lifestyle issues, along with breaking news from all parts of the world. Renan Cardona will appear on the 5:00 p.m. PT and 11:00 p.m. PT editions.

“The addition of Renan to our newscast is a timely one, especially as the much anticipated 2010 FIFA World Cup South Africa games begin. His extensive experience will add flavor and color to sports coverage on ‘Noticias 62’ and capture the attention of Spanish-language sports enthusiasts in L.A.,” said Lenard Liberman, Chief Executive Officer and President of LBI Media. “KRCA was the first Spanish-language TV station to launch a successful mid-day news program, setting a standard for the Hispanic broadcast industry. At our flagship station and across the entire Estrella TV network, we are steadfast in our mission to provide high quality, informative news content delivered by the most talented personalities.”

“Sports is a critical element of Hispanic culture and I am honored to be a part of Estrella TV’s flagship station newscast working with Jesus and the rest of the talented team at ‘Noticias 62,’” said Mr. Cardona. “This is an exciting time in my broadcast career and I look forward to presenting the latest sports coverage, scores and milestones, key statistics, and beyond to Estrella TV’s dedicated viewers.”

Most recently, Mr. Cardona served as the sports anchor for Telefutura’s half-hour daily sports news show, “Contacto Deportivo,” for almost a decade. Before that, he was a box analyst for HBO Latin America and Panamerican Sports Network’s live events. Mr. Cardona was also the main sports anchor for International Football Channel’s “Hoy en el Futbol,” a half hour program dedicated to football news from all over the world. Prior to that, he held sports anchor, host, field reporter, production coordinator and color commentator positions at Fox Sports International and was an integral part of the team that formed Fox Sports Espanol. He extensively covered sporting events like the 1994 FIFA World Cup USA, the Pan American Games and much more during his tenure there.

In his early career, Mr. Cardona worked at various TV and radio stations in the New York and Los Angeles markets, like Univision’s KTNQ-AM; KKHJ-AM, 930 Radio Alegria; Univision’s WXTV-TV; La Maquina FM Radio; TV 38 UHF Channel; and Univision’s WADO-AM, 1280 Noticias De Nueva York.

In addition to Estrella TV’s highly rated slate of musical-variety, comedy, scripted drama, talk and game shows, the network also features compelling national news programs, including “Noticiero con Enrique Gratas,” “Alarma TV,” and “Noticiero STN,” and local newscasts, like “Noticias 62” in L.A.

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 approximately 76 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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