



Estrella TV Enters Oklahoma through Affiliate Deal

KXAP Tulsa to Air Popular Spanish-Language Programming to Growing Hispanic Community

LOS ANGELES, July 19, 2010 – Liberman Broadcasting, Inc. (LBI Media) today announced that its Nielsen-rated national Hispanic television network will enter the Tulsa, Oklahoma market through an affiliate deal with TeleTul. Effective immediately, Estrella TV is set to air on KXAP-LD, Channel 51. With this agreement, Estrella TV now reaches approximately 76 percent of the U.S. Hispanic households.

Tulsa is the 68th largest U.S. Hispanic TV market, representing 24,080 Hispanic TV households. The affiliate deal increases Estrella TV's affiliate count to 26 and the popular network is now present in 34 markets nationwide.

"The Tulsa DMA addition to Estrella TV's footprint reaffirms our commitment to positioning the network as a highly competitive player contending with established Hispanic networks," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "We expect our unique approach to Spanish-language content, production capabilities and renowned talent to continue to propel the Estrella TV brand on a national level."

Estrella TV is dedicated to providing the widest variety of compelling programming to Hispanic viewers by providing an alternative to the imported content and telenovelas found on other Hispanic networks. Instead, Estrella TV chooses to broadcast a slate of riveting musical-variety, comedy, scripted drama, talk and game shows, like "Tengo Talento, Mucho Talento," "Estudio 2" and "A Que No Puedes." Moreover, the network features in-depth national news programs, including "Noticiero con Enrique Gratas," "Alarma TV," and "Noticiero STN," as well as local newscasts.

"As the only local Spanish-language television station in Tulsa, we look forward to airing Estrella TV's programming and offering our audience fresh content," said Antonio Perez, President of Teletul. "We are excited by this partnership and are confident that the network will contribute to KXAP's growing success with audiences and advertisers."

As with all Estrella TV affiliation agreements, KXAP's sales team will have the full backing of LBI Media's wholly owned national sales organization, Spanish Media Rep Team (SMRT). With offices in Los Angeles, New York, Chicago, Dallas, Miami and Atlanta, the dedicated group of seasoned professionals sell spot advertising exclusively for Estrella TV owned-and-operated and affiliate stations. The robust ratings generated by the network serves as a valuable platform for advertisers that seek creative buying solutions, talent endorsements, 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 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.

###

Media Contacts:

Nancy Zakhary / Sharon Oh
Brainerd Communicators, Inc.
212-986-6667

nancy@braincomm.com / oh@braincomm.com