



## **EstrellaTV Inks Nationwide Carriage Deal with AT&T**

### ***AT&T U-verse® TV to Offer EstrellaTV's Unique Programming to Hispanic Viewers Nationwide***

**LOS ANGELES, September 02, 2010** – Liberman Broadcasting, Inc. (LBI Media) today announced that its popular Hispanic television network, EstrellaTV, will be available on AT&T U-verse® TV as part of a nationwide carriage agreement with the distributor. Effective immediately, EstrellaTV will be available nationwide on channel 3024.

“EstrellaTV is always looking for ways to effectively maximize the network’s exposure to Hispanic viewers with programming that is unlike anything else being offered in the marketplace. We are approaching EstrellaTV’s one year anniversary and the AT&T deal is exemplifies our commitment to expand our distribution and align ourselves with key partners for continued improvements to our distribution platform,” said Lenard Liberman, Chief Executive Officer and President of LBI Media.

EstrellaTV has a presence in over 76 percent of U.S. Hispanic households. The Spanish-language network counter programs the imported content and telenovelas found on other Hispanic networks by providing fresh alternatives to Hispanic audiences. EstrellaTV features top talent from the U.S., Mexico and Latin America in shows that range from musical-variety, comedy, drama, talk and game shows, as well as daily national newscasts and news magazine programs. More than 60 hours of original programming is produced exclusively for the network from LBI Media’s Burbank studios.

The network continues to grow with the help of LBI Media’s wholly owned national sales force, Spanish Media Rep Team (SMRT). The dedicated team has offices throughout the U.S. and focuses on selling national TV spot advertising exclusively for EstrellaTV owned-and-operated stations, affiliate stations and other carriers. SMRT has a strong track record of success in the more than 15 years since its launch, and continues to drive home the indispensable value of EstrellaTV.

#### **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 EstrellaTV 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 EstrellaTV. 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](mailto:nancy@braincomm.com) / [oh@braincomm.com](mailto:oh@braincomm.com)