



MEDIA ALERT

EstrellaTV Outpaces Telefutura in Prime Time Nationally

Popular Music Variety Series, "Estudio 2," Beats Competition in Key Demographic

WHAT: Nationally, EstrellaTV's "Estudio 2" ranked third among Spanish-language broadcasters on Tuesday, September 14th, beating Telefutura by a significant percentage, according to Nielsen. The milestone occurred during the critical primetime hours of 7:00 p.m. to 8:00 p.m., and showed a 10 percent viewership increase in the key men 18-34 demographics over the competing Hispanic network.

"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: EstrellaTV -- 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: LBI Media's EstrellaTV is making a splash in the Hispanic entertainment market. By counter-programming against other networks and producing original content, EstrellaTV 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 76 percent of Hispanic TV households. For more information please visit: www.lbimedia.com.

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