



## **EstrellaTV's 11<sup>th</sup> Annual Live Telecast of "Los Premios de la Radio" Delivers Overnight Impressions Boost**

### ***Big-Name Brands Sponsor This Year's Awards Show***

#### ***Espinoza Paz Nabs Artist of the Year and Best Male Artist, Best Female Artist Went to Jenni Rivera & Gerardo Ortiz Won for New Artist of the Year***

**LOS ANGELES, November 16, 2010** – The 11<sup>th</sup> annual "Premios de la Radio" were *en fuego* at the Gibson Amphitheater at Universal CityWalk on Tuesday, November 9<sup>th</sup> from 7 p.m. to 11 p.m.! LBI Media today announced that the live primetime broadcast of the star-studded awards ceremony, which aired across EstrellaTV's national network of television stations, was a huge rating success among women and adult demographics, garnering third and fourth place rankings among its Hispanic broadcasting peers.

"Los Premios" catapulted EstrellaTV to its highest primetime audience since becoming Nielsen rated with 299,000 adult 18-49 viewers and 245,000 adult 25-54 viewers. The show ranked third in women 18-34 with 101,000 impressions and 18-49 with 158,000 impressions, outpacing Telefutera.

"Los Premios" also attracted a roster of high-caliber advertisers, such as Honda, who was the title sponsor for the evening, in addition to Cazadores Tequila and Tecate.

"Each year, 'Los Premios' continues to achieve outstanding results, both in terms of advertising and viewership. This accomplishment demonstrates the benefits of the strategic marriage of our radio and television assets, which is the true driver behind LBI's continued success," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "We will continue to provide our viewers with a variety of high quality and innovative programming, like 'Los Premios,' that make EstrellaTV shine amongst its competitors."

Unlike other Latino music awards, "Los Premios de la Radio," is the only ceremony in the United States entirely devoted to recognizing outstanding achievement in Mexican regional music across classic and new music genres. This year's show was hosted by Patricia Manterola, a judge on EstrellaTV's hit show "Tengo Talento Mucho Talento," and telenovela star, Jorge Salinas. Highlights from the evening include a show stopping performance by Pedro Fernandez, who was presented with the prestigious "Los Grandes de México" tribute award. Jenni Rivera, winner of the Person of the Year and Best Female Artist awards, closed the show with a performance that brought the audience to their feet. Other notable performers included Espinoza Paz, Larry Hernandez and Gerardo Ortiz. The Gibson Amphitheater was at capacity with over 5,000 adoring fans.

Award recipients include:

**Tribute Award  
2010 Artist of the Year  
Person of the Year**

Pedro Fernandez  
Espinoza Paz  
Jenni Rivera

<b>Best Female Artist</b>	Jenni Rivera
<b>Best Male Artist</b>	Espinoza Paz
<b>Best New Artist of the Year</b>	Gerardo Ortiz
<b>Best Norteño Group</b>	Titanes
<b>Best Norteño Song</b>	Titanes – Soy Enamorado
<b>Best Banda Group</b>	La Arrolladora Banda El Limón
<b>Best Banda Song</b>	Los Recoditos – Soy Un Borracho
<b>Best Duraguense Group</b>	Montez de Durango
<b>Best Corrido</b>	Voz de Mando – 500 Balazos
<b>Best Rhythmic Song</b>	Chuy Lizárraga – La Peinada
<b>Best Mariachi Song</b>	Jenni Rivera – Ya Lo Se
<b>Composer of the Year</b>	Espinoza Paz
<b>Best Corrido Disc</b>	Larry Hernandez – Larrymania

**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 77 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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