



## **LBI MEDIA'S "EL SHOW DE DON CHETO" ENTERS THREE NEW MARKETS: SHREVEPORT, LA; TYLER-LONGVIEW, TX; & PALMDALE-LANCASTER, CA**

### ***Popular Morning Show Now Airing on Sixteen North American Radio Stations***

**LOS ANGELES, November 22, 2010** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its No. 1 rated Hispanic morning drive radio program, "El Show de Don Cheto," will now be syndicated in Shreveport, La., Tyler-Longview, Tex., and Palmdale-Lancaster, Calif. The new partnerships expand the show's footprint in North America to sixteen radio stations total, fifteen in the U.S. and 1 in Mexico.

Effective immediately, "Don Cheto" can be heard on Access.1 Communications Corps' La Invasora on 92.1 KSYR-FM in Shreveport, Louisiana airing from 7:00 a.m. to 1:00 p.m. CT. The show is also available on 96.7 and 92.3 KOYE-FM in Tyler-Longview, Texas from 8:00 a.m. to 1:00 p.m. CT. Additionally the program can be heard on High Desert Broadcasting LLC's KCEL-FM 96.1 Radio Lazer in Palmdale-Lancaster, California, located near Los Angeles, from 5:00 to 11:00 a.m. PT.

"Don Cheto's' on-target portrayal of the generational and cultural chasm within many Latin immigrant communities really resonates with listeners – so much so that we're expanding both nationally and abroad," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "The show's continued ratings success underscores the value of the 'Don Cheto' franchise and serves as a testament to our strategy of producing programming internally. It also sets the stage for continued investment and growth through the increase of its distribution platform."

"El Show de Don Cheto" is a six-hour live daily show that delivers unique humor and insight into issues that affect Hispanics living in the U.S., such as immigration; unemployment; language, culture and generational barriers; and more. Thirty-year-old Juan Carlos Razo portrays the character Don Cheto, a 63-year-old traditional grandpa-type from the rural town of La Sauceda in Michoacan, Mexico, who yearns for the olden days. In stark contrast, his young on-air partner, played by a feisty Marlene Quinto, shares more of an Americanized point of view. The boisterous show, a combination of commentary, skits and listener phone calls, targets multigenerational Hispanics, including new immigrants and second- and third-generation Latinos.

In addition to the show's presence in Shreveport, Tyler-Longview and Palmdale-Lancaster, "Don Cheto" is also available in the following markets: Los Angeles, Calif.; Dallas-Ft. Worth, Texas; Houston-Galveston, Texas; Portland, Ore.; Riverside-San Bernardino, Calif.; Austin, Texas; Fresno-Visalia, Calif.; Bakersfield, Calif.; Salinas-Monterey-Santa Cruz, Calif.; Santa Rosa, Calif; and Guanajuato, Mexico. The radio show has gained in popularity over the years and has resulted in a spin-off television variety show by the same name, the production of an album and notable guest appearances.

#### **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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**Affiliate Contact:**

For more information on Don Cheto, please contact Liberman Broadcasting's Director of Distribution & Television Syndication Bill Garcia at 818-558-4264 / [bgarcia@lbimedia.com](mailto:bgarcia@lbimedia.com)

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