



EstrellaTV Now Reaches 10 California Markets with the Launch of its Latest Affiliate Deal

National Hispanic Network Expands into Monterey-Salinas via Partnership with Cocola Broadcasting

LOS ANGELES, December 01, 2010 – On the heels of its recent agreement with Pappas Telecasting in Yuma, Arizona/El Centro, California, Liberman Broadcasting, Inc. (LBI Media) today announced that its national Hispanic television network, EstrellaTV, has inked yet another affiliate deal in California. Effective immediately, EstrellaTV will broadcast its compelling programming line-up on KMBY-TV, Channel 19.2, owned by Cocola Broadcasting Companies, LLC in the Monterey-Salinas market.

Monterey-Salinas is the 34th largest U.S. Hispanic TV market, representing 68,800 Hispanic TV households. This new affiliate agreement gives EstrellaTV a presence in 10 California markets by way of two owned-and-operated stations and eight affiliate deals. Overall, EstrellaTV is present in 37 markets nationwide and reaches more than 77 percent of the U.S. Hispanic households.

“We’re proud to see EstrellaTV successfully deepen its roots in California and flourish across the U.S. As a station group owner ourselves, we believe the agreement with Cocola reflects a responsiveness to the needs of the Monterey-Salinas Hispanic community,” said Lenard Liberman, Chief Executive Officer and President of LBI Media.

“The Monterey Bay Area has a vibrant Hispanic community and we are excited to bring high-quality Spanish-language programming to KMBY and its viewers,” said Gary M. Cocola, Chairman & CEO Cocola Broadcasting Companies. “Available over-the-air on channel 19.2, we expect Comcast and Charter to carry EstrellaTV on their channel line-up in the coming months.”

LBI Media produces 60 hours of original programming each week for EstrellaTV from its Burbank studios. EstrellaTV’s shows range from musical-variety, comedy, drama, talk and game shows to daily national newscasts and news magazine programs. Recently, EstrellaTV aired its 11th annual “Premios de la Radio” -- the only awards show in the United States entirely devoted to recognizing outstanding achievement in Regional Mexican music. The star-studded awards show generated a ratings win among key demographics, securing third and fourth place rankings among its Hispanic broadcasting peers.

As with all EstrellaTV affiliate agreements, KMBY’s sales team will have the full backing of LBI Media’s wholly owned national sales organization, Spanish Media Rep Team (SMRT). And because EstrellaTV produces its own content, the network’s competitive advantage lies in its ability to freely work with advertisers at the early stages of the creative process to develop multiplatform solutions that will generate a solid return on investment. SMRT offers a 360-degree multiplatform advertising opportunity that utilizes the EstrellaTV national network, local television stations, LBI-owned radio stations and the new Estrella TV Web site.

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.

About Cocola Broadcasting Companies, LLC.

Cocola Broadcasting Companies, LLC owns and operates 30 television stations in California and Idaho, including KYMB TV27 and KMBY TV19 in the Monterey Bay Area. Gary M. Cocola is Founder, Chairman and CEO. Cocola has always been at the forefront of the broadcast business, testing and using the latest technological advances and creating new and innovative ways to use television. Cocola is active in the local community and believes that community involvement is a key component to the Companies success.

###

Media Contacts:

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

nancy@braincomm.com / oh@braincomm.com