



Estrella TV Live Broadcast of 9th Annual “Los Premios de la Radio” Takes the #1 Spot in Primetime!

Famed Mexican TV Host and Comedian Adal Ramones, Live Performances by Popular Mexican Artists and Appearances by Top Estrella TV Talent and Mayor Villaraigosa Drive Superb Ratings

LOS ANGELES, November 21, 2008 – LBI Media’s Estrella TV today announced that the live Wednesday primetime broadcast of its 9th annual “Los Premios de la Radio” ranked as the number one Hispanic program in Los Angeles during the 8:00 p.m.– 11:00 p.m. time period with adults 18-34, according to Nielsen Media Research. The event pulled in a 7.7 rating, easily beating Univision in the Spanish broadcast market.

“Los Premios de la Radio,” the only awards ceremony in the United States celebrating Mexican regional music, also ranked 93 percent over Univision in adult males 18-34, 62 percent over Univision in adult males 18-49 and 11 percent over Univision in adult males 25-54. During the 7:00 p.m. – 11:00 p.m. period, the program scored a 5.0 rating with females 18-34, a 4.3 rating with females 18-49 and a 6.4 rating in adults 18-34. This year’s event aired live on Estrella TV stations **Channel 62** (Los Angeles) and **Channel 29** (San Diego), and was followed by its broadcast on Thursday, November 20th, on Estrella TV stations in Texas and Utah - **Channel 29** (KMPX Dallas-Ft. Worth), **Channel 61** (KZJL Houston) and **Channel 24** (KPNZ Salt Lake City).

The broadcast was produced by the Estrella TV network, and hosted by Adal Ramones, Mexico’s popular comedian and television host. Throughout the night, there were live performances by the biggest names in Mexican regional music, and special feature performances by Estrella TV actors and comedians.

Los Angeles Mayor Antonio Villaraigosa also came to honor Que Buena Radio’s influential program director, Pepe Garza, and was onstage when Garza was presented with a plaque from Las Vegas’ Walk of Stars. Garza will be the first radio personality to receive a star on the Las Vegas Strip

“The ratings success of this year’s ‘Los Premios de la Radio’ demonstrates the growing influence of Estrella TV as a key broadcast outlet for the Hispanic community in the U.S.,” said Lenard Liberman, Executive Vice President of LBI Media. “The loyal support of advertisers like Tecate and AT&T – who value the enthusiastic audiences Estrella TV delivers – is a clear demonstration of the success we are having with this fast growing network.”

Held at the Gibson Amphitheatre at Universal Citywalk in Los Angeles, this year’s stunning array of stars included the “Los Premios de la Radio” 2008 and 2007 Artist of the Year, and the this year’s Best Female Soloist, Jenni Rivera, along with Montes de Durango, La Arrolladora Banda El Limón, Dareyes de la Sierra, Alacranes Musical and Los Pikadientes.

“We are very pleased to have brought this unique event to the growing Hispanic community for the 9th consecutive year. Broadcasting ‘Los Premios de la Radio’ live on our Estrella TV stations for the first time is a monumental occasion for us and we are excited to see the wonderful reception the program received,” added Mr. Liberman. “The successful 9th anniversary wouldn’t have been possible without our

deserving award winners, our esteemed host, and special guests who all came out in support of this unique and popular event.”

The 2008 “Los Premios de la Radio” award winners included:

2008 Artist of the Year	Jenni Rivera
Best Female Soloist	Jenni Rivera
Best Norteño Group	Los Inquietos del Norte
Best Banda	La Arrolladora Banda el Limon
Best Norteño Song	Los Rieleros del Norte's "A Punto de Llorar"
Best Corrido	El Tigrillo Palma's "El Basucazo"
Best Banda Song	Dareyes de la Sierra's "Hasta el Dia de Hoy"
Best Duranguense Song	Alacranes Musical's "Dame Tu Amor"
Most Handsome Artist	Andres Marquez "El Macizo"

Estrella TV continues to deliver significant ratings gains in weekday primetime with its slate of original programming and unique content tailored to local audiences in each of its broadcast markets. Estrella TV programming includes music variety, comedy, game shows, news and talk shows that are geared towards U.S. Hispanics.

About LBI Media, Inc.

LBI Media, Inc. is one of the largest owners and operators of Spanish- language radio and television stations in the United States, based on revenues and number of stations. The company owns 22 radio stations (fifteen AM and seven FM) and five television stations in greater Los Angeles, CA (including Riverside, San Bernardino and Orange counties), Houston, TX, Dallas-Ft. Worth, TX, San Diego, CA and Salt Lake City, Utah. The company also owns three television production facilities that it uses to produce television programming.

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