



## **ESTRELLA TV SCORES NUMBER 2 POSITION IN NOVEMBER SWEEPS**

### ***Original Programming Sees Significant Ratings Increases at Estrella TV Station Group Ranking as Number 2 Hispanic Broadcaster Across Primetime and Early Fringe***

**Burbank, California – January 5, 2009** – LBI Media’s Estrella TV today announced impressive ratings results in the Nielsen Media Research’s November Sweeps period, delivering a consistent Number 2 ranking among Hispanic Television networks in primetime and early fringe time periods. Additionally, Estrella TV specials captured the Number 1 slot in primetime among key demographics.

From 3:00 p.m. to 11:00 p.m. weekdays, Estrella TV ranked as the Number 2 broadcaster among Hispanic adults 18-34, 18-49 and 25-54, according to Nielsen. Estrella TV’s November Sweeps results put the network ahead of Univision’s TeleFutura by as much as 64 percent during the key time period of primetime and early fringe, Monday through Friday. During this broadcast time period, Estrella TV topped Telemundo’s ratings by as much as 100 percent. Estrella TV’s primetime programming block ranked Number 2, generating a 2.2 rating with adults 25-54, and a 1.9 rating with Hispanic adults 18-49, all in the Los Angeles market.

“The 2008 November Sweeps demonstrate the consistency of our ratings and the ongoing attraction of our original, compelling programming in growing Hispanic markets,” said Lenard Liberman, Executive Vice President of LBI Media. “We are especially proud of our Estrella TV November specials including the music awards show ‘Premios de la Radio’ and the exclusive ‘Culpable o Inocente’ interview with Spanish singing diva Jenni Rivera. The ‘Premios de la Radio’ broadcast actually beat Univision’s entire primetime lineup and garnered a 7.7 rating among persons 18-34, easily taking the Number 1 position during the three hour show that aired from 8:00 p.m. to 11:00 p.m.”

Liberman added, “Over the last decade, we have aggressively developed our content and have attracted the best actors in Latin America to our exclusive entertainment formats. We are excited about the future of Estrella TV, which is expanding into additional markets where we expect to deliver our programming in the coming year.”

Estrella TV broadcasts original content produced by LBI Media from its Burbank, California studios and counter programs alternatives to imported content on other Hispanic networks. The Company’s highly rated slate of original programming features top talents from the United States, Mexico and Latin America, and airs across the Estrella TV station group in the growing Hispanic markets of Los Angeles, San Diego, Dallas-Ft. Worth, Houston-Galveston, Salt Lake City, as well as recently acquired Phoenix.

The network’s robust ratings continue to demonstrate the growing appeal of its stations as key broadcast outlets for the Hispanic community in the U.S., and a valuable platform for advertisers that seek popular programming and creative advertising solutions.

#### **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 FM and seven AM) and five television stations in greater Los Angeles, CA (including Riverside, San Bernardino and Orange counties), Houston, TX, Dallas-Ft. Worth, TX, Galveston, TX, San

Diego, CA and Salt Lake City, UT. The company also owns three television production facilities that it uses to produce television programming.

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