



LBI MEDIA SIGNS ESTRELLA TV AFFILIATE AGREEMENT FOR FOUR MARKETS IN TEXAS

Agreement Brings Estrella TV's Popular and Highly Rated Programming to Top Hispanic Markets such as Brownsville - McAllen and El Paso

Affiliates to Benefit from LBI Media's Strong National Sales Organization for New Revenue Streams

LOS ANGELES, February 02, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that it has entered into an affiliation agreement with Communications Corporation of America (CCA) for four markets in Texas, including the 10th largest Hispanic market Brownsville – McAllen (KVEO) and the 16th largest Hispanic market El Paso (KTSM). In addition to KVEO and KTSM, the agreement covers Waco (KWKT) and Tyler – Longview (KETK). Combined, these four stations reach approximately five percent of the U.S. Hispanic population.

As part of the agreement, these new affiliates will have the backing of LBI Media's wholly owned national sales organization, Spanish Media Rep Team (SMRT). With offices throughout the U.S. and dedicated seasoned professionals focused on selling television spot advertising exclusively for Estrella TV affiliates, SMRT has a strong track record of success in the 13 plus years since its launch.

The addition of these affiliates advances LBI's strategy of expanding its top rated Estrella TV station portfolio into growing Hispanic markets, and brings Estrella TV closer to its goal of reaching over 70 percent of U.S. Hispanics in 2009. Estrella TV's top rated programming includes music variety, comedy, game shows, news and talk shows that are geared toward U.S. Hispanics.

"Our new affiliates will immediately benefit from our unique and original programming, strong ratings, and national sales organization that will help drive revenue from day one," said LBI Media Executive Vice President Lenard Liberman. "Our sales team is an extremely effective and efficient part of our organization that supports our business and affiliates without the conflicts and confusion of managing other properties, programs and brands. We are pleased to partner with CCA, and look forward to delivering our highly rated programming to these markets and providing the best in class sales support necessary to succeed in today's marketplace."

"By bringing our leading Estrella TV content to these four new Texas markets, we are complimenting our Estrella TV properties in Dallas and Houston," added Mr. Liberman. "It's an exciting time for Estrella TV. We welcome the opportunity to showcase our original programming that is a clear and refreshing alternative to other Spanish-language networks."

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 six television stations in greater Los Angeles, CA (including Riverside, San Bernardino and Orange counties), Houston, TX, Dallas-Ft. Worth, TX, San Diego, CA, Salt Lake City, UT and Phoenix, AZ. The company also owns three television production facilities that it uses to produce original television programming.

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