



LBI MEDIA ACQUIRES NEW YORK TV STATION WASA 25 FROM VENTURE TECHNOLOGIES FOR \$6 MILLION

Purchase Extends Estrella TV's Reach to Second Largest Hispanic Market in United States

LOS ANGELES, March 05, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the purchase of WASA 25, a Port Jervis, New York television station licensed to serve the New York Metropolitan area market on Channel 25 from 4 Times Square. The acquisition advances LBI's strategy of expanding its top rated Estrella TV station portfolio into growing Hispanic markets.

The New York market is the second largest Hispanic television market in the United States, representing 10 percent of the nation's total Hispanic households, and substantially broadens the reach of LBI's owned and operated station group. This acquisition, together with the numerous affiliation deals already negotiated across the country, has Estrella TV Network on track for its launch in early third quarter of this year.

"Our entrance into the dynamic New York market represents a milestone development of our strategy to broaden the Estrella TV footprint into growing Hispanic markets that have proven audiences for compelling and unique Spanish language content," said LBI Media Executive Vice President Lenard Liberman. "With WASA 25, we now have a presence in four of the top five Hispanic markets in the country, complementing our successful stations in Salt Lake City and San Diego. Adding WASA25 to our portfolio is an important next step in our plans to launch the new Estrella TV television network early in 2009."

WASA 25 will broadcast from 4 Times Square in the heart of New York City, and is a new digital television license. With the acquisition, audiences in the New York Metro market will now benefit from Estrella TV's highly rated slate of original programming and unique content that counter programs novellas and features top Mexican talent. It will be the seventh owned and operated television station in the growing LBI Media portfolio. In addition to television and radio stations, the company owns and operates Empire Burbank Studios in Burbank, California and has television production facilities in Houston and Dallas that combined, produce more than 56 hours a week of original television production that utilize top Mexican talent in every program.

"Our commitment to Estrella TV reflects LBI Media's belief in original programming that delivers real alternatives for Hispanic audiences," said Mr. Liberman, who added, "In the 10 years since we first began serving Spanish language television audiences in the United States, we have pioneered programming innovations that meet the needs of America's rapidly growing and diverse Hispanic audiences, and look forward to serving the New York Metro market through WASA 25."

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 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.

Forward Looking Statements

This news announcement contains certain forward-looking statements within the meaning of the U.S. securities laws. These statements are based upon current expectations and involve certain risks and uncertainties, including those related to the expected future operating performance of our radio stations, television stations and studio operations. Forward-looking statements include but are not limited to information preceded by, or that include the words, "believes", "expects", "prospects", "pacings", "anticipates", "could", "estimates", "forecasts" or similar expressions. The reader should note that these statements may be impacted by several factors, including economic changes, regulatory changes, increased competition, the timing of announced acquisitions or station upgrades, changes in the broadcasting industry generally, and changes in interest rates. Accordingly, the company's actual performance and results may differ from those anticipated in the forward-looking statements. Please see the company's recent public filings of its parent, LBI Media Holdings, Inc., for information about these and other risks that may affect them. The company and LBI Media Holdings undertake no obligation to update or revise the information contained herein because of new information, future events or otherwise.

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