



## **LBI MEDIA EXPANDS ESTRELLA TV'S REACH TO MIAMI**

### ***Latest Affiliate Agreement with WSVN-TV Solidifies Estrella TV's Coverage Area in Top Five Hispanic Markets in United States***

**LOS ANGELES, April 06, 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 affiliate agreement with Sunbeam Television for WSVN 7, a Fox-affiliated television station licensed to serve the Miami-Fort Lauderdale market, the third largest Hispanic market in the United States, to broadcast on the station's digital multicast channel, 7.2. With the WSVN partnership in place, LBI has solidified Estrella TV's presence in the top five Hispanic markets in the country, and that, along with other key growing markets the Company is broadcasting in, brings its total reach to 48 percent of Hispanic Television Households.

Reaching over five percent of the U.S. Hispanic Television Households, the affiliate agreement with WSVN follows Estrella TV's entrance into the New York market through the purchase of WASA-TV, and an affiliation agreement with Communications Corporation of America for four markets in Texas, including the 10<sup>th</sup> largest Hispanic market Brownsville – McAllen (KVEO) and the 16<sup>th</sup> largest Hispanic market El Paso (KTSM). These agreements keep the Estrella TV Network on pace for its scheduled third quarter 2009 launch.

Like all Estrella TV affiliation agreements, WSVN will have the full 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 15-plus years since its launch.

"There continues to be significant interest from industry leading broadcasters for the highly rated programming that is featured on Estrella TV. For the past 10 years, LBI has developed its television programming model, which has resulted in No. 1 and No. 2 Nielsen rankings in our markets," said LBI Media Executive Vice President Lenard Liberman. "We look forward to working with the well-respected and talented team at Sunbeam in bringing our Estrella TV network programming to the Miami-Fort Lauderdale market and expect additional agreements to be in place in the very near term as we select our partners."

WSVN 7 will broadcast from WSVN's studios on 79th Street Causeway in North Bay Village. With the agreement, audiences in the Miami-Fort Lauderdale market will now benefit from Estrella TV's highly rated slate of original programming that includes musical-variety, comedy, scripted drama, talk and game shows, as well as a daily national newscast and a news magazine show, all featuring top Latin American talent.

In addition to television and radio stations, the LBI Media portfolio includes its Empire Burbank Studios in Burbank, California as well as television production facilities in Houston and Dallas that combined produce more than 56 hours a week of original television programming that utilize stars from Latin America in every program. The Company also owns a library of over 5,000 hours of programming that have successfully aired in the U.S., as well as internationally.

**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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