



## **Radio Sensation “Don Cheto” Debuts in Santa Rosa on KXTS 98.7FM**

### ***#1 Morning Program in Los Angeles, Dallas and San Bernardino, “El Show de Don Cheto” Continues to Grow Audience & Attract Syndicates***

**LOS ANGELES, April 13, 2009** -- Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its number one rated Hispanic morning radio program, “El Show de Don Cheto,” is now airing on Santa Rosa’s KXTS (98.7 FM). The addition of “Don Cheto” to the Santa Rosa radio market is the first of what will be many affiliation announcements across the country as broadcasters take advantage of the show’s incredible success.

The six-hour daily *LIVE* show, hosted by Juan Razo as “Don Cheto,” continues to attract a loyal and growing audience of U.S. Hispanics with its humor and charismatic approach that has a universal appeal across generations and demographics. Since the launch of the show in 2007, “Don Cheto” has tripled KBUE’s coveted 18-34 audience and displaced longtime favorite “Piolín,” taking the number one spot in Los Angeles. For the past three Arbitron monthly Portable People Meter (PPM) books, “Don Cheto” consistently placed as the number one Hispanic morning program in each of its three markets; Los Angeles, San Bernardino-Riverside and Dallas.

“We are excited to expand ‘Don Cheto’s’ presence into Santa Rosa after helping steer the show’s success in the Los Angeles, San Bernardino-Riverside and Dallas markets,” said Lenard Liberman, Executive Vice President, LBI Media. “‘Don Cheto’ exemplifies LBI Media’s approach to creating unique, originally produced content for Hispanic audiences that is unlike anything else available in the industry. With the combination of ‘Don Cheto’s’ stellar ratings and proven track record of attracting audiences across the Hispanic community, including multigenerational and bicultural Hispanics, we are confident his presence in Santa Rosa will be a great success.”

“El Show de Don Cheto” entertains all members of the U.S. Hispanic family, targeting different generations and demographics, including first generation and bilingual Hispanics. Don Cheto’s character is a 63-year-old Mexican who serves as the “Grandpa” for generations of Mexican-Americans living in the U.S. Focusing on issues relevant to Hispanics living in the United States, Don Cheto and his sidekick Marlene bring humor and insight to topics like immigration and employment.

Juan Razo, together with programming legends Pepe Garza and Eddie Leon, created the Don Cheto character, who immigrated to the U.S. as a teenager. Razo has a broad cultural perspective that helps him relate to the Hispanic community and connect with listeners of “El Show de Don Cheto,” while also reflecting the culture-clash between immigrants and their U.S.-raised children. “Don Cheto” has earned recognition and interviews among Hispanic icons such as celebrity Jessica Alba, Los Angeles Mayor Antonio Villaraigosa, legendary singer Vicente Fernandez and Senator Ted Kennedy.

**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.

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