



LBI MEDIA TO BROADCAST TELETHON TO AID SWINE FLU VICTIMS

"Siempre Unidos" to Air Across Estrella TV Stations & LBI Radio Stations

Don Cheto Joins Top Latin Stars and Musicians for Four-Hour Fundraiser

LOS ANGELES, April 30, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that it will hold a four-hour telethon to aid Mexican victims of the Swine Flu epidemic and educate viewers and listeners about the disease on Friday, May 1. LBI's telethon, titled "Siempre Unidos" ("Always United"), will be televised live exclusively by LBI's top-rated Estrella TV stations and will be produced at its Empire-Burbank Studios production facility located at 1845 Empire Avenue in Burbank, California.

TIME	CALL LETTERS	CHANNEL	MARKET
6 p.m. - 10 p.m. PT	KRCA	channel 62	Los Angeles
	KSDX	channel 29	San Diego
7 p.m. - 11 p.m. MT	KPNZ	channel 24	Salt Lake City
8 p.m. - 12 a.m. CT	KZJL	channel 62	Houston
	KMPX	channel 29	Dallas/Fort Worth

"LBI Media has a long history supporting our community and the tragic events that affect our friends and family in Mexico are no exception," said Lenard Liberman, Executive Vice President, LBI Media. "Our employees and Estrella TV talent always rise to the occasion to come to the aid of those in need, and this telethon is another example of our ability to bring all of our resources together for a worthy cause. We are excited to lead such an effort and encourage all of our viewers and listeners to join us in helping those affected by this terrible virus. I want to thank everyone in advance for their generosity and time in this initiative."

"Siempre Unidos" will be hosted by Estrella TV stars, including Don Cheto ("El Show de Don Cheto") and Liliana Arriaga ("La Chupitos"), and will feature appearances by Jose Luis Gonzalez ("Jose Luis Sin Censura"), Lianna Grethel ("Alarma TV"), Jesus Javier ("Noticias STN"), Jorge Antolin ("Alarm TV"), and Pepe Suarez ("Los Chuperamigos").

Musical guests will include Banda el Recodo, Andres Marques "El Macizo", Dareyes de La Sierra, Creadores del pasito Duranguense, K-Paz de la Sierra, Cumbre Nortena, Oliver Ocho, Reyes del Arranque, Edgar Aguilar "El Narquillo", Conjunto Azabache, Hermanos Higuera, Jessi Morales "El Original de la Sierra", Jorge Gamboa, Daniel Ortiz, Lupillo Rivera, and many more. In addition to entertainment, the Siempre Unidos Telethon will include exclusive reports of up to the minute events in Mexico from Estrella TV reporters, practical information about the Swine Flu epidemic and audience questions.

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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