



LBI MEDIA ADDS SAN FRANCISCO, OAKLAND, SAN JOSE, SACRAMENTO, STOCKTON AND MODESTO MARKETS TO GROWING LIST OF ESTRELLA TV AFFILIATES

Titan Broadcasting to Air Estrella TV on KTNC's Primary Channel

LOS ANGELES, May 14, 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 Titan Broadcasting to make KTNC-TV 42 a primary channel affiliate of LBI Media's top rated and popular Hispanic network, Estrella TV. Serving the ninth largest Hispanic Television market of San Francisco, Oakland and San Jose, as well as the eleventh largest Hispanic Television market of Sacramento, Stockton and Modesto, Calif., combined, KTNC-TV 42 reaches more than five percent of the U.S. Hispanic population, and raises Estrella TV network's footprint to 53 percent, ahead of its scheduled launch in the third quarter of this year.

The addition of these markets to Estrella TV's growing list of affiliates further builds on the network's leadership position in California, which has the nation's largest Hispanic population, and where the Company already owns top rated television stations in Los Angeles (KRCA Channel 62) and San Diego (KSDX Channel 29).

"We continue to make significant strides in expanding Estrella TV into the top Hispanic markets in the country, and to secure a leading position on a primary channel in the ninth and eleventh largest markets speaks to our commitment of reaching 70 percent of households when we launch next quarter," said Lenard Liberman, Executive Vice President, LBI Media. "Teaming up with Titan Broadcasting gives both companies an opportunity to capitalize on the success and strong ratings gains of Estrella TV, which consistently ranks No. 1 and No. 2 in all of its markets. We are confident Estrella TV viewers will gravitate to our programming on KTNC-TV 42 the same way they've helped us capture market share in other markets."

"Partnering with LBI to bring Estrella TV into San Francisco, Oakland, San Jose, Sacramento, Stockton and Modesto gives LBI great coverage of Northern California. It also puts Titan in a position to effectively compete for viewers and establishes a profile with advertisers who are actively targeting the country's growing Hispanic audience," said Bert Ellis, President of Titan Broadcasting. "To have access to quality, ratings-proven content that is originally produced from day-one of our partnership and the backing of LBI's national sales organization is a terrific proposition for KTNC viewers and advertisers."

This affiliate agreement follows several recent deals expanding Estrella TV into new markets. In April, LBI Media entered into an affiliate agreement with Sunbeam Television for WSVN, a Fox-affiliated television station licensed to serve the Miami-Fort Lauderdale market, which solidified Estrella TV's presence in the top five Hispanic markets in the country. The Company also struck an affiliate partnership with Communications Corporation of America for four markets in Texas in February: Brownsville – McAllen (KVEO), El Paso (KTSM), Waco (KWKT) and Tyler – Longview (KETK). And, in March, LBI announced its purchase of WASA, a Port Jervis, N.J.-based television station licensed to serve the New York Metropolitan area.

Estrella TV's highly rated slate of original programming 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. Estrella TV consistently ranks No. 1 and No. 2 in Nielsen rankings in its markets.

Like all Estrella TV affiliation agreements, KTNC's sales team 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.

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 more than 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.

About Titan Broadcasting

Titan Broadcasting owns and/or operates 11 stations in 8 markets including 3 Fox affiliates, 3 CW affiliates, 2 CBS affiliates, 1 Estrella affiliate, and 2 independent stations. The principals of Titan are Dan Sullivan, Bert Ellis, Janet Schoff, David Pulido, and Jim Sandry.

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