



**For Immediate Release**

## **KOAT 7 LAUNCHES 24-HOUR HISPANIC NETWORK ESTRELLA TV ON DIGITAL MULTICAST CHANNEL**

### ***Provides Hispanic Households with Compelling Programming***

**ALBUQUERQUE, (July 9, 2009)** – KOAT 7 has announced today that it will launch the 24-hour Spanish language network Estrella TV on its multicast channel 7.2 starting in mid-August. KOAT 7 has entered into an agreement with Liberman Broadcasting, Inc. (LBI Media) to air its rapidly expanding Hispanic network on the digital multicast channels of KOAT-TV in Albuquerque, KOCT-TV in Carlsbad and KOVT-TV in Silver City.

New Mexico ranks number one among the fifty states for the highest percentage of Hispanic residents. According to the US Census, almost 45% of the state's population is Hispanic.

"We are excited to offer more diverse programming to our Spanish speaking viewers," said KOAT 7 President and General Manager Mary Lynn Roper. "Estrella TV will let us better serve a growing part of our community and enhance our ability to inform and entertain by giving New Mexicans more viewing choices."

"We are delighted with the opportunity to offer Estrella TV's original, high-quality programming to a new group of Hispanic viewers in the Albuquerque-Santa Fe, New Mexico market on KOAT-TV," said Lenard Liberman, Executive Vice President, LBI Media. "This partnership solidifies our commitment to launch Estrella TV this quarter and to finalize our position as a network that will benefit Hispanic audiences and advertisers nationwide."

Residents in Albuquerque, Rio Rancho, Santa Fe, Los Lunas, Belen, Moriarity, Edgewood, Carlsbad, Roswell, Farmington, Artesia and Silver City will be able to watch Estrella TV on digital channel 7.2 in mid-August. To receive the new digital channel viewers will have to rescan their digital televisions or converter boxes. Information on how to rescan can be found at [www.KOAT.com](http://www.KOAT.com) or at [www.DTV.gov](http://www.DTV.gov).

Estrella TV on KOAT 7.2 will provide Hispanic viewers with compelling content and unique programs. Its 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 has top ranked primetime ratings in the Nielsen Hispanic rankings in its markets.

#### **About Hearst Television Inc**

Hearst Television Inc., formerly known as Hearst-Argyle Television, Inc., is a leading local media company that owns 26 television stations, and manages an additional three television and two radio stations. The Company's television stations reach approximately 18% of U.S. TV households, making it one of America's largest television station groups. It also owns 37 websites and 20 digital multicast channels providing news, weather and entertainment programming. Hearst Television is a wholly owned subsidiary of Hearst Corporation. The Company's Web address is [www.hearsttelevision.com](http://www.hearsttelevision.com).

#### **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 seven 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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