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**WESH/WKCF TO LAUNCH *ESTRELLA TV*,
A NEW SPANISH-LANGUAGE ENTERTAINMENT NETWORK
ON MULTICAST CHANNEL**

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***Network Provides Hispanic Households
With Exciting Entertainment and News Alternatives***

ORLANDO, Fla. (July 16, 2009) – WESH/WKCF announced today that it will launch the 24-hour Spanish language network *Estrella TV* on WKCF’s multicast channel 18.3 starting in mid-August. *Estrella TV* broadcasts original Spanish-language content produced in the United States. WESH/WKCF will partner with Liberman Broadcasting, Inc. (LBI Media), in presenting *Estrella TV* to Central Florida viewers.

“We are always looking for ways to better serve our large and growing Hispanic population, and with LBI’s Spanish-language broadcast experience reaching back to the 70’s, we know we’ve found the right partner,” says WESH/WKCF President and General Manager Jim Carter.

“We are excited to work with WESH and WKCF to offer *Estrella TV*’s original, high-quality programming to a new group of Hispanic viewers in the Orlando - Daytona Beach, Florida market,” said Lenard Liberman, Executive Vice President, LBI Media.

Estrella TV will provide a unique mix of compelling programs, including 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. Network owner LBI is the largest producer of Spanish-language television programming in the United States, and currently produces 56 hours of original television per week.

In addition to *Estrella TV*, the Orlando - Daytona Beach duopoly of WESH and WKCF also delivers two additional multicast digital programming channels: *This TV* (digital channel 18.2), a free movie channel featuring over 4,000 movie titles from Hollywood's biggest studios, and *WESH 2 Weather Plus* (digital channel 2.2), a 24-hour weather network featuring constantly updated local forecasts.

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ABOUT WESH TV

WESH is a digital multi-media company providing content to WESH 2, WESH HD-Channel 11 (channel 1020 on Bright House Networks), WESH 2 Weather Plus on the Internet, WESH 2 Weather Plus on Bright House Networks channel 1021, and www.WESH.com. WESH 2 produces fifty-three and a half hours of local news per week in Central Florida in High Definition (including 10 hours on sister-station CW18 weekdays from 7 – 9 a.m.), and has won four of the most prestigious broadcast journalism awards: the duPont Columbia, the Peabody, the Walter Cronkite Award for Excellence in Political Journalism and the Society of Professional Journalists' Green Eyeshade "Best of Show." WESH 2 Weather Plus provides the official weather forecast for the Daytona International Speedway and Universal Orlando. WESH TV, the NBC station in Orlando, is owned by Hearst Television Inc. Hearst owns 26 television stations, and manages an additional three television and two radio stations, in geographically diverse U.S. markets.

ABOUT WKCF TV

WKCF is one of the top entertainment stations in country. Under the *Your Home for Laughs* brand, WKCF airs the top comedies in syndication. WKCF was the number one WB affiliate in the country for 6 years, an achievement no other WB affiliate can claim. In September 2006, WKCF became a CW affiliate and was purchased by Hearst Television Inc, owner of WESH 2. Together, WKCF and WESH create one of the strongest television combinations in the country.

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.

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.