



## **WPBF 25 AND LBI MEDIA TO LAUNCH ESTRELLA TV IN WEST PALM BEACH**

### ***Affiliate Agreement to Provide Households with Original Top-Rated Hispanic Language Programming***

**West Palm Beach, FL and Los Angeles, CA - (August 10, 2009)** – WPBF 25 and Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced a new affiliate agreement to launch Estrella TV, a popular Hispanic network, on its digital channel 25.2 starting in late August.

The West Palm Beach - Ft. Pierce DMA ranks 28<sup>th</sup> among all U.S. television markets as defined by Nielsen in the number of Hispanic Television Households (93,690 or 12 percent of Total TV Households). Latest estimates show nearly 3.8 million, or 21 percent, of Florida's total population is of Hispanic origin, making it the third most populous Hispanic state in the United States. With the addition of the West Palm Beach market to the network, Estrella TV now has a solid presence in three Florida markets, including Orlando - Daytona Beach and Tampa - St. Petersburg.

"We are proud to introduce high quality programming like Estrella TV to the continuously growing Hispanic population in South Florida," said WPBF 25 Vice President and General Manager, Caroline Taplett. "The Hispanic population in our market has grown by a remarkable 67 percent over the past decade and we take the responsibility to provide our community with the best possible news and entertainment very seriously."

"We are happy to add WPBF 25 to our fast-growing Estrella TV network station roster," said Lenard Liberman, Executive Vice President, LBI Media. "West Palm Beach viewers and advertisers will immediately recognize the important role that Estrella TV plays in the Latino community as we build a leading national platform."

Most residents will be able to watch Estrella TV on WPBF digital channel 25.2 or on Comcast channel 208 in August where it will replace Weather First TV. Residents of Fort Pierce, Vero Beach and Sebastian can watch Estrella TV on Comcast channel 194, while Hometown Cable Plus customers in Port St. Lucie will find it on channel 197.

Estrella TV will provide Hispanic viewers with unique content, which has consistently ranked high in Nielsen Hispanic primetime ratings. Its 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.

In recent months, LBI has more than doubled Estrella TV's reach and established a powerful new identity in the marketplace known for top rated and compelling content that counter programs other Hispanic networks. The Company has inked affiliate deals with leading broadcasters such as Belo Corporation, Communications Corporation of America, Sunbeam Television and Titan Broadcasting.

**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 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.

**Media Contacts:**

**For Hearst Television/WPBF 25 -**

Caroline Taplett  
(561) 694-2525  
[ctaplett@hearst.com](mailto:ctaplett@hearst.com)

**For Liberman Broadcasting/Estrella TV -**

Sharon Oh / Jennifer Harris  
(212) 986-6667  
[oh@braincomm.com](mailto:oh@braincomm.com) / [jharris@braincomm.com](mailto:jharris@braincomm.com)