



**For Immediate Release**

## **ESTRELLA TV SET TO LAUNCH ON TITAN BROADCASTING IN FRESNO-VISALIA**

### ***KFRE-TV to Air Hispanic Broadcast Network's Unique Programming on Digital Multicast***

**LOS ANGELES & FRESNO, Calif., (August 12, 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 LBI Media's top rated and popular Hispanic network, Estrella TV, a multicast channel of KFRE-TV. Serving the fourteenth largest Hispanic Television market of Fresno-Visalia, Calif., KFRE reaches approximately two percent of the U.S. Hispanic population, and further raises Estrella TV network's footprint.

Estrella TV's entrance in the Fresno-Visalia region follows a recent affiliate agreement with another California-based station, Titan's KTNC-TV, serving both the San Francisco-Oakland-San Jose and the Sacramento-Stockton-Modesto markets. The addition of these markets complements the Estrella TV network's growing presence across the United States, and in California, where LBI Media's owned and operated flagship Estrella TV station KRCA-TV in Los Angeles continues to rank consistently as a top rated station.

"We are excited to offer more diverse programming to our Hispanic viewers," said KFRE-TV Vice President and General Manager, Jack Peck. "Estrella TV is part of our long-range plan to better serve an important, growing part of our community and enhance our ability to inform and entertain by giving Fresno-Visalia more viewing choices."

"It is Estrella TV's quality and diversity that sets it apart from other Spanish-language networks," said Lenard Liberman, Executive Vice President, LBI Media. "With the impending launch of the network, we are confident that Estrella TV's hit programming will be very well received by the large Fresno audience and will give KFRE a clear advantage over the other Spanish language networks in the market."

Estrella TV will air on KFRE-TV's second digital channel. KFRE-TV is available on digital channel 59. Viewers will be able to access Estrella TV on channel 59.2.

Featuring top Latin American talent, Estrella TV's programming roster includes musical-variety, comedy, scripted drama, talk and game shows, as well as a daily national newscast and a news magazine show. The network consistently has top ranked Nielsen primetime ratings in each of its markets, like Los Angeles, Dallas/Fort Worth, San Diego, Houston, Phoenix and Salt Lake City. Estrella TV's parent company, LBI, produces 56 hours of original content each week at its Burbank, California studios and owns a library of over 5,000 hours of programming.

#### **About LBI Media, Inc.**

LBI Media, Inc. is one of the largest owners and operators of Hispanic 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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**Media Contacts:****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)

**For Titan Broadcasting/KFRE-TV -**

Bert Ellis

(404) 229-8080

[bert@titanbroadcast.com](mailto:bert@titanbroadcast.com)