



JULY SWEEPS A SUCCESS FOR ESTRELLA TV

Viewer Growth Jumps 33 Percent Year over Year

LOS ANGELES, August 19, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced strong ratings results in Nielsen Media Research's July 2009 Sweeps period for its flagship Estrella TV station (KRCA-Los Angeles), with a substantial increase in viewership versus the same period last year. In the latest July sweeps period, Estrella TV consistently ranked as a top performer across all day parts.

Nielsen's results show that Estrella TV's year over year all day viewership jumped by 33 percent among persons 18-49. In primetime (7:00 p.m. to 11:00 p.m.), Estrella TV's viewership increased 30 percent among the same demographic, demonstrating the ongoing appeal of Estrella TV's original and unique programming.

According to Nielsen's July Sweep data, Estrella TV received a 1.2 rating among adults 25-54 from 3:00 p.m. to 11:00 p.m. weekdays. During that same time period, Estrella TV garnered a 0.9 and 1.0 rating among Hispanic adults 18-34 and 18-49, respectively. Estrella TV's leading news program, "Noticias 62" ranked second during both of its daily time slots (12:00 p.m. and 5 p.m.) with men 18-49, as did hit daily shows "A Que No Puedes," "Jose Luis Sin Censura," and "Estudio 2."

"Estrella TV's strong ratings during July Sweeps and robust year over year viewership gains underscore the network's role as a leading source of entertainment and information geared toward Hispanics, the nation's fastest growing demographic," said Lenard Liberman, Executive Vice President of LBI Media. "Our compelling programming continues to gain traction with viewers across both Spanish-dominant and bilingual households and with affiliates who are looking for fresh and proven Spanish language content."

Liberman added, "We're closing in on Univision and our initial August reports indicate that several of our hit shows are outpacing Univision in ratings by double digit percentages in early fringe and primetime. These results clearly demonstrate the momentum and success of our programming strategy."

Estrella TV broadcasts unique content produced by LBI Media from its Burbank, California studios and counter programs the imported content found on other Hispanic networks. The Company's highly rated slate of original programming includes musical-variety, comedy, scripted drama, talk and game shows, and features top talent from the United States, Mexico and Latin America. Estrella TV's robust ratings continue to serve as valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly organic product integration and cross promotional opportunities.

Estrella TV has entered into several new affiliate agreements in growing Hispanic markets, including New York, Miami/Fort Lauderdale, San Antonio, Phoenix, San Francisco/Oakland/San Jose, Brownsville/McAllen, San Diego, El Paso, Austin, Tucson, Portland, Waco and Tyler/Longview. All Estrella TV affiliates 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 O&O's and affiliates, SMRT has a strong track record of success in the more than 15 years since its launch.

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.

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