



## **LBI MEDIA'S "EL SHOW DE DON CHETO" ADDS AFFILIATES IN SAN DIEGO AND DENVER**

***Popular Morning Show Expands Reach in Southern California  
through San Diego's XHTY-FM***

***Enters the Denver Market for the First Time with KBNO-AM***

**LOS ANGELES, August 25, 2009** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its No. 1 rated Hispanic morning drive radio program, "El Show de Don Cheto," has been added to two radio stations: Grupo Uniradio Corp.'s La Invasora XHTY, 99.7 FM (San Diego) and Latino Communications' Que Bueno KBNO, 1280 AM (Denver).

"Coming on the heels of two recent Central California station additions, we are proud to see the 'Don Cheto' popularity and success continue to extend throughout the nation," said Lenard Liberman, Executive Vice President, LBI Media. "We expect that KBNO and XHTY listeners will enjoy this popular show which should result in the same type of ratings success as experienced by KXTS in Santa Rosa, California."

Since the launch of the show in 2007, "Don Cheto" has expanded to nine markets: Los Angeles, Calif.; Dallas-Ft. Worth, Tex.; Houston-Galveston, Tex.; San Diego, Calif.; Denver-Boulder, Colo.; Riverside-San Bernardino, Calif.; Sacramento-Stockton-Modesto, Calif.; Salinas-Monterrey-Santa Cruz, Calif. and Santa Rosa, Calif. Recently, the radio program entered the Santa Rosa, Calif. market on Exitos 98.7 KXTS, jumping to become the top morning show among adults aged 25-54, growing from a 0.7 to an amazing 4.4 in the 2009 spring ratings period.

"We're very excited to add 'The Don Cheto Show' to our lineup on XHTY-La Invasora 99.7 here in San Diego. We have been following his ratings growth, watching him rise to the top in other markets and we are confident he can accomplish the same success in San Diego," said Ricardo Astiazaran, Vice President and General Manager, XHTY.

"KBNO Que Bueno is excited to be the first station in the Denver market to usher in such unique, originally produced content for our listeners as 'Don Cheto,'" said Mike Ferrufino, Executive Vice President, KBNO. "The hour-long Spanish language variety show will resonate with the Hispanic community and provide a new, proven opportunity for advertisers."

"El Show de Don Cheto" delivers humor and insight to issues that are relevant to Hispanics living in the U.S. on topics such as immigration and employment. Hosted by Juan Razo as "Don Cheto," a 63-year-old Mexican who serves as the "Grandpa" for generations of Mexican-Americans living in the U.S., the six-hour live daily show entertains all members of the U.S. Hispanic family, targeting different generations and demographics, including first generation and bilingual Hispanics. "Don Cheto" has earned recognition among and interviews with Hispanic icons such as celebrity Jessica Alba, Los Angeles Mayor Antonio Villaraigosa, legendary Singer Vicente Fernandez, and Senator Ted Kennedy.

**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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