



For Immediate Release

Liberman Broadcasting Appoints VP of Midwest National Sales

Former Univision GSM joins LBI in Chicago as Estrella TV Launches Nationwide

LOS ANGELES, Calif., (September 09, 2009) – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the appointment of broadcast sales veteran Andrew Wallace as Vice President of Midwest National Sales and Marketing. Based in Chicago, Wallace will be charged with strategically positioning the Estrella TV network, set to launch this month.

"We welcome Andrew on board," said Winter Horton, Chief Operating Officer, Liberman Broadcasting. "His extensive experience in Spanish-and English-language broadcast sales, in addition to long-standing relationships with key agencies and advertisers, combine to uniquely qualify Andrew as the newest member of the LBI sales team. His assets will help to further our goal of attracting national advertisers to Estrella TV, which is the fastest growing Spanish language television network."

Coming to LBI, Wallace brings with him the knowledge of more than 20 years in broadcast sales. That experience includes 10 years with the Univision television group, where he served as General Sales Manager in Chicago and National Sales Manager in Los Angeles, while being based in New York.

"I am pleased to join the Liberman Broadcasting team," said Andrew Wallace, Vice President of Midwest National Sales and Marketing, Liberman Broadcasting. "Estrella TV's quality and diversity differentiates this ever-expanding network from other Spanish-language broadcasters, and I'm eager to begin sharing that story with advertisers, both new and established."

As part of LBI Media's sales team, Wallace will have the full backing of the Company's wholly owned national sales force, Spanish Media Rep Team (SMRT). The dedicated team has offices throughout the U.S. and focuses on selling TV spot advertising exclusively for Estrella TV affiliates. SMRT has a strong track record of success in the more than 15 years since its launch.

Wallace, who graduated with a Bachelor of Arts degree in English from Holy Cross College in Worcester, Massachusetts, began his career as an Account Executive in 1983 at MMT-Chicago. Then, from 1987 to 1999, Wallace also held various account executive positions in Chicago at WPWR and WLS (ABC). He moved on to become a National Account Executive for ABC Spot Sales-New York before joining Univision as National Sales Manager for WXTV-New York from 1996 to 1999. Most recently, he served as Univision's General Sales Manager for WGBO-Chicago, which immediately followed a successful tenure as National Sales Manager at the flagship station, KMEX-Los Angeles.

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.

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