



For Immediate Release

ESTRELLA TV GETS UP CLOSE WITH HISPANIC CELEBRITIES IN NEW SHOW, “ESTRELLAS HOY”

The Fastest Moving Hour in Hispanic TV Goes Behind-The-Lens with Celebrities Across Latin America; Showcases Exclusive All-Access Footage

LOS ANGELES, Calif., (November 3, 2009) – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its newly launched, top-rated nationwide network, Estrella TV, will unveil “Estrellas Hoy,” a brand-new, original show that offers viewers an exclusive and unprecedented look into the world of top Latino celebrities. The hour-long show, which premiered on September 14th, airs Monday through Friday at 3:00 p.m. CT/4:00 p.m. ET.

“Estrellas Hoy” further demonstrates the diverse and highly original programming produced for Estrella TV,” said Lenard Liberman, Co-Founder and Executive Vice President, LBI Media. “Unique content is key to Estrella TV’s strategy and that is what sets us apart from other Spanish-language broadcasters. We’re providing alternatives to the Hispanic community that no other network is offering.”

With dedicated crews across Latin America, “Estrellas Hoy” delivers the biggest stars in their most interesting and compelling moments. Along with exclusive all-access footage, famous personalities El Burro Van Rankin and Maria Luisa Daria will travel throughout Latin America to interview today’s hottest stars – from telenovela headliners to movie magnates and musicians, including the likes of Lilliana Arriaga and Vanessa Arias. The hosts of “Estrellas Hoy,” Jorge Gomez Haro and Lilli Brillanti, will discover the stars’ latest projects, their latest successes and challenges, and of course, their latest scandals.

“Estrellas Hoy” fits perfectly into Estrella TV’s programming roster that includes musical-variety, comedy, scripted drama, talk and game shows, as well as a daily national newscast and a news magazine show. Through this slate of top-notch programming, Estrella TV, which has consistently garnered top Nielsen ratings, recently expanded its reach to approximately 68 percent of U.S. Hispanic households. In the recent Nielsen Media Research’s July 2009 Sweeps period, Estrella TV’s flagship station (KRCA-Los Angeles), generated strong ratings with a substantial 33 percent increase in viewership versus the same period last year.

The robust ratings generated by Estrella TV continue to serve as a valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly organic product integration and cross promotional opportunities. The Company produces 56 hours of original content each week and owns a library of more than 5,000 hours of programming. LBI has spent the last 10 years honing and developing creative programming, establishing Estrella TV as one of the highest rated Spanish-language broadcasters in the country.

About LBI Media, Inc.

LBI Media, Inc. (LBI) is the leading privately held owner of Spanish-language TV and radio stations and the largest producer of Spanish television programming in the United States. The Company owns and operates seven television stations and 22 radio stations. Leveraging its TV broadcast platform and affiliate agreements with prominent broadcasters, LBI has launched the Estrella TV network, which now has a presence in 18 of the top 20 Hispanic markets and a reach of about 70 percent of the U.S. Hispanic population. From three of its company-owned Burbank, CA-based TV production facilities, LBI produces

quality original television content for nationwide broadcast on Estrella TV. The Network's highly rated slate includes musical-variety, comedy, scripted drama, talk and game shows, and features top talent from the United States, Mexico and Latin America.

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