



Constellation of Stars Shine Bright at Que Buena Radio's 10th Annual "Los Premios de la Radio"

***Popular Awards Ceremony to Broadcast Live in Los Angeles;
Airing for the First Time Nationwide Across Estrella TV Network on
November 11th***

***Emcee Adal Ramones to Set the Tone For Spirited Performances by Jenni
Rivera, Lupillo Rivera, Montes de Durango, La Arrolladora Banda El Limón,
Dareyes de la Sierra, Los Tucanes De Tijuana & More***

***Tickets Now Available on TicketMaster or
Tune in to See Who Nabs Top Honors***

LOS ANGELES, November 06, 2009 - LBI Media's Los Angeles-based radio stations, Que Buena Radio (KBUE-FM 105.5; KBUA-FM 94.3; KEBN-FM 94.3), today unveiled the eagerly anticipated lineup for its 10th annual "Los Premios de la Radio" awards ceremony. The star-studded extravaganza will feature live performances from the hottest names in Mexican regional music and will simultaneously broadcast live in Los Angeles on LBI Media's flagship station, KRCA-TV, and broadcast nationwide across the top-rated Estrella TV network on November 11th.

The only U.S. celebration of its kind, "Premios" is a unique event designed to celebrate the very best in Mexican regional music across classic and new music genres in honor of its much-lauded musicians. Hosted by Adal Ramones, Mexico's popular comedian and television host, "Premios" will include performances by Lupillo Rivera, Jenni Rivera, La Arrolladora Banda El Limón de Rene Camacho, Los Tucanes De Tijuana, Espinoza Paz, Montez de Durango, Los Dareyes De La Sierra, Los Horoscopos de Durango, Larry Hernandez, Hechizeros Band, Rogelio Martinez, Banda MS and Alejandro Fernandez. The event also draws top radio and television personalities, plus internationally loved comedians.

"This year's 'Los Premios de la Radio' will feature the brightest Hispanic stars. Our decision to air the ceremony for the second time on Estrella TV – the first time on Estrella TV as a national broadcast platform – exemplifies our dedication to delivering the personalities and talent that our viewers crave," said Lenard Liberman, Executive Vice President of LBI Media. "This compelling original event is sure to follow in the footsteps of the previous year's program as a ratings and advertising success."

The event will be held at the famed NOKIA Theatre L.A. LIVE, located across the street from the STAPLES Center, on Tuesday, November 10th at 7:15 p.m. PST. Tickets for the 2009 event can be purchased from Ticketmaster, online at www.ticketmaster.com and by phone at (800) 745-3000. Leading up to "Los Premios de la Radio," listeners of Que Buena Radio will also have chances to win tickets to the year's most anticipated event.

“Los Premios de la Radio” will be simulcast live on KRCA. The event will air on LBI Media’s remaining O&O stations on November 11th at 6:00 p.m. local time for the red carpet pre-show and 7:00 p.m. for the awards ceremony. On Estrella affiliate stations, “Premios” will broadcast at 7:00 p.m. local time for red carpet and at 8:00 p.m. for the ceremony.

Launched in September 2009, Estrella TV has a presence in 19 of the top 25 markets, covering 24 markets overall, and reaches about 70 percent of the U.S. Hispanic population. From three of its company-owned Burbank, CA-based TV production facilities, LBI Media produces quality television content for nationwide broadcast on the network. Estrella TV’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. LBI Media’s solid foundation, based on a strong commitment to creating original programming that appeals to U.S. Hispanics, has resulted in the national and local market leadership across Estrella TV, as well as across all of LBI’s radio properties.

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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