



Estrella TV's Live Telecast of the 10th Annual "Los Premios de la Radio" Delivers Outstanding Ratings

Big-Named Brands Sponsor This Year's Awards Show

***Jenni Rivera Nabs Artist of the Year and Best Female Artist, Best Male Artist
Went to Espinosa Paz & Larry Hernandez Won for New Artist of the Year***

LOS ANGELES, November 13, 2009 – The 10th annual "Los Premios de la Radio" was *muy caliente!* LBI Media today announced that the live primetime broadcast of the awards ceremony on KRCA, the Estrella TV flagship station, on Tuesday, November 10th was a huge rating success among the adult and women demographic. Presented in conjunction with LBI's Que Buena Radio (KBUE-FM 105.5; KBUA-FM 94.3; KEBN-FM 94.3), "Premios" achieved a 33 percent market share with adults 18-34 among it's Hispanic broadcasting peers.

"Los Premios de la Radio," the only awards ceremony in the United States celebrating the very best in Mexican regional music across classic and new music genres, garnered a 5.8 rating during the 8:00 p.m. – 11:00 p.m. time period with adults 25-54, easily beating Telemundo and Telefutura. According to Nielsen Media Research, "Premios" outpaced Telemundo by 840 percent in adults 18-34 and 220 percent in women 18-34 from 7:00 p.m. – 11:00 p.m. In the same time period, the program surpassed Telefutura by 104 percent in adults 18-34 and 84 percent in women 25-54.

"Premios" also attracted a roster of high-caliber advertisers, such as McDonalds, Verizon Wireless, T-Mobile, Taco Bell, Metro PCS, Cazadores Tequila, El Rodeo, El Parral and Blue Ribbon Rice. Additionally, Tecate was the presenting sponsor, awarding Andres Marquez "El Macizo" with the Artist with Character honor.

"'Premios' was a success on every level – viewers, advertisers and attendees. The event illustrates how our broadcast and radio assets compliment one another to deliver outstanding programming that drives great ratings and unique advertising opportunities," said Lenard Liberman, Executive Vice President of LBI Media. "With an ever-increasing audience base, Estrella TV programming has compelling qualities and innovative production values that distinguish it above our competitors."

Highlights of 2009 "Los Premios de la Radio" included Alejandro Fernandez receiving the tribute award "Los Grandes de México," Fernandez's "Sin Tantita Pena" and "Estuve" performance and Jenni Rivera closing the show with a compilation of her greatest hits. A packed house of eight thousand Nokia Theatre attendees also enjoyed an evening that was punctuated by segments from Estrella TV's stable of comedians. Award recipients include:

2009 Artist of the Year
Best Female Artist
Best Male Artist
Best New Artist of the Year
Best Norteño Group
Best Norteño Song

Jenni Rivera
Jenni Rivera
Espinosa Paz
Larry Hernandez
Intocable
Los Tucanes de Tijuana's "Se Fue Mi Amor"

Best Banda Group
Best Banda Song
Best Duraguense Group
Best Duranguense Song
Best Corrido
Best Rhythmic Song
Most Handsome Artist

La Arrolladora Banda el Limon
Banda el Recodo's "Te Presumo"
Los Alacranes Musical
Grupo Montez de Durango's "Espero"
El Compa Chuy's version of "El Corrido del Katch"
"El mechon" by Banda MS
Espinoza Paz

In addition to its Tuesday night simulcast on KRCA, "Los Premios de la Radio" aired on Wednesday, November 11th across the Estrella TV network.

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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