



Estrella TV Scores With Huge November Sweeps Results

Viewership Jumps 21 Percent Year-over-Year in the 18-49 Demographic

Rates #2 in L.A.; Outranks Telemundo & Telefutura Across All Key Dayparts, Including Primetime

LOS ANGELES, December 09, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced record ratings results in Nielsen Media Research's November 2009 Sweeps period for its flagship Estrella TV station KRCA-TV in Los Angeles, ranking as the #2 Hispanic broadcaster in the largest Hispanic market in the country with a substantial jump in year-over-year viewership across key adult demographics.

Nielsen's results showed that KRCA's viewership increased 21 percent among persons 18-49 during the 7:00 p.m. to 11:00 p.m. time period, significantly outpacing Univision and Telemundo which both recorded declines. In that same time period, viewership jumped 18 percent among persons 25-54, beating Telemundo which experienced an 11 percent decrease in viewership and Univision showing a 17 percent decrease among the same demographic.

"The fourth quarter was a watershed moment for Estrella TV – we successfully launched a network which now reaches approximately 70 percent of U.S. Hispanics; added new original programs; and produced our 10th Annual "Los Premios de la Radio" awards show – all factors that have contributed to our explosive November Sweeps results," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "Estrella TV is growing dramatically not only in Los Angeles, as noted by our double digit increases in viewers, but also around the country where our original programming can now be viewed in 19 of the top 25 Hispanic markets."

According to Nielsen's November Sweep data, Estrella TV received a 1.8 rating among adults 25-54 from 3:00 p.m. to 11:00 p.m. weekdays, outpacing Telemundo by 38 percent. Estrella TV's newest program, "Tengo Talento Mucho Talento," proved to be an immediate hit, achieving a rating of 3.0 among adults 25-54, weekdays from 9:00 p.m. to 10:00 p.m.

Estrella TV produces all of its own programming from its Burbank, California studios and counter programs the imported content found on other Hispanic networks. The Company's highly rated slate of original programming includes musical-variety, comedy, scripted drama, talk and game shows, and features top talent from the United States, Mexico and Latin America.

Estrella TV has entered into several affiliate agreements in key Hispanic markets, including New York, Miami/Fort Lauderdale, San Antonio, San Francisco/Oakland/San Jose, Brownsville/McAllen, Sacramento/Stockton/Modesto, Albuquerque/Santa Fe, Fresno/Visalia, El Paso, Orlando/Daytona Beach, Tampa/St. Petersburg, Las Vegas, Austin, Tucson, West Palm Beach/Ft. Pierce, Portland, Waco and Tyler/Longview, in addition to its existing owned and operated (O&O) stations in Los Angeles, Houston, Dallas/Fort Worth, Phoenix, San Diego, and Salt Lake City. Estrella TV has a presence in 19 of the top 25 markets, covering 24 markets overall. The Hispanic network has the full backing of LBI's wholly owned

national sales organization, Spanish Media Rep Team (SMRT), with dedicated and seasoned professionals focused on selling spot advertising exclusively for both Estrella TV O&O's and affiliates.

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 19 of the top 25 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.

###

Media Contacts:

Sharon Oh / Nancy Zakhary
Brainerd Communicators, Inc.
212-986-6667

oh@braincomm.com / nancy@braincomm.com