



LBI MEDIA'S "EL SHOW DE DON CHETO" BECOMES ANCHOR PROGRAM ON EMMIS AUSTIN RADIO'S KLZT-FM

Popular Morning Show Enters Austin Market; Expands Solid Footprint in Texas

LOS ANGELES, December 14, 2009 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its No. 1 rated Hispanic morning drive radio program, "El Show de Don Cheto," has entered the Austin market through a partnership with Emmis Austin Radio's KLZT-FM, 107.1 La Z. The new arrangement expands the show's solid footprint in the U.S. to twelve radio stations, and, in Texas, adds to its existing presence in the Dallas/Fort Worth and Houston markets.

"Don Cheto" will air weekdays from 6:00 a.m. to 12:00 p.m. CT, during the all-important Morning Drive time period, on 107.1 La Z. The Emmis radio station launched on November 30th with a new Regional Mexican format featuring a dynamic mix of Regional Mexican artists. "Don Cheto" will serve as the station's marquee on-air personality imparting laughter, music, fun and infinite wisdom to listeners.

"'Don Cheto' is a shining example of the strength of LBI's programming and the program continues to grow in popularity with Hispanics across the country," said Lenard Liberman, CEO and President of LBI Media. "Having a leading broadcaster such as Emmis select 'Don Cheto' as an anchor program on a newly launched station, demonstrates their confidence in the show as a driving force for audiences and advertisers alike."

"We're excited to bring 'Don Cheto' on board as the station's headlining personality," said Scott Gillmore, Vice President of Emmis Austin Radio. "Realizing a need to serve Austin's growing Hispanic community, we shifted KLZT's format to La Z and are confident that 'Don Cheto's' presence will be a great success as we build our brand and audience."

"El Show de Don Cheto" delivers humor and insight to issues that are relevant to Hispanics living in the U.S. on topics such as immigration and unemployment. Hosted by Juan Razo as "Don Cheto," a 63-year-old Mexican who serves as the "Grandpa" for generations of Mexican-Americans living in the U.S., the six-hour live daily show entertains all members of the U.S. Hispanic family, targeting different generations and demographics, including first generation and bilingual Hispanics. "Don Cheto" has earned recognition among and interviews with Hispanic icons such as celebrity Jessica Alba, Los Angeles Mayor Antonio Villaraigosa and legendary Singer Vicente Fernandez.

Since the launch of the show in 2007, "Don Cheto" has expanded to eleven markets: Los Angeles, Calif.; Dallas-Ft. Worth, Tex.; Houston-Galveston, Tex.; San Diego, Calif.; Denver-Boulder, Colo.; Riverside-San Bernardino, Calif.; Sacramento-Stockton-Modesto, Calif.; Albuquerque, N. Mex.; Salinas-Monterrey-Santa Cruz, Calif.; Santa Rosa, Calif.; and now Austin, Tex.

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.

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