



## **Estrella TV El Paso Posts Significant Ratings & Audience Growth**

### ***KTSM Outranks Univision, Telemundo & Telefutera During November Sweeps***

**LOS ANGELES, January 5, 2010** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that its Estrella TV El Paso, Texas affiliate, KTSM-TV, garnered stellar November 2009 Sweeps period ratings, beating Univision, Telemundo and Univision's Telefutera.

According to Nielsen Media Research's, KTSM generated a 0.8 rating among adults 18-34 from 6:00 p.m. to 7:00 p.m. weekdays, outpacing Univision's KINT-TV, Telemundo's KTDO-TV and Telefutera's KTFN-TV, which received a 0.7, a 0.5 and a 0.5 rating, respectively. During 7:00 p.m. to 8:00 p.m. weekdays, EstrellaTV scored a 1.4 rating in the adults 18-34 demographic, while Univision received a 0.9 rating, Telemundo a 0.2 rating and Telefutera a 0.3 rating.

"Estrella TV is proving to be a success across the country. Affiliates like KTSM in El Paso are benefiting from our high quality Spanish-language content that caters to Hispanic tastes and interests." said Lenard Liberman, Chief Executive Officer and President of LBI Media. "With the local support of our collective sales and marketing teams, Estrella TV is attracting a growing audience of devoted viewers and delivering valuable consumer groups to our advertisers."

LBI Media's popular Hispanic network, Estrella TV, has a presence in 19 of the top 25 Hispanic U.S. markets, covering 24 markets overall. In February 2009, the Company entered into an affiliate agreement with Communications Corporation of America for four markets in Texas, including KTSM in the 16<sup>th</sup> largest Hispanic market of El Paso. Estrella TV launched on KTSM, channel 9.2, in September 2009 and airs such hits as "Estrellas Hoy," "Tengo Talento, Mucho Talento," and "Estudio 2."

"To be on the air for only three months and then become the number two Spanish broadcaster in our market is a significant milestone for KTSM," said Gary Sotir, Vice President and General Manager of KTSM. "We continue to see substantial viewer interest in Estrella TV and its top rated programming, which is unlike anything else in the El Paso market. As an over-the-air broadcaster, having Estrella TV as a cornerstone of our Spanish language strategy is a win-win for us and the El Paso community."

For over a decade, LBI Media has produced content from its state-of-the-art production studios located in Burbank, CA. As the largest producer of Spanish-language TV in the U.S., the Company generates 56 hours of original programming weekly for Estrella TV, such as musical-variety, comedy, scripted drama, talk and game shows. EstrellaTV successfully counter-programs the imported and telenovela fare found on other Hispanic networks.

#### **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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