



Liberman Broadcasting Names Mike Reid as Executive Vice President of National Sales

Former Univision Senior Vice President of Sales Joins LBI's SMRT Team to Drive Advertiser Opportunities at Estrella TV

LOS ANGELES, January 12, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the appointment of Mike Reid as Executive Vice President of National Sales, effectively immediately. Based in Dallas, Mr. Reid, who has two decades worth of industry experience, will work closely with advertisers and agencies to provide compelling network and national sales opportunities for Estrella TV. He will report directly to Winter Horton, LBI Media's Chief Operating Officer.

Mr. Reid will be responsible for directly overseeing and managing sales activities and operations for LBI Media's national sales team, Spanish Media Rep Team (SMRT). The wholly owned SMRT sales force is a dedicated sales team that has offices throughout the U.S. and focuses on selling national and local TV spot advertising exclusively for Estrella TV owned-and-operated stations and affiliates, which reaches about 70 percent of U.S. Hispanic households.

"Mike is a great fit for our team. He brings a wealth of strategic ad sales expertise to our ever-expanding SMRT sales force," said Mr. Horton. "Estrella TV provides an array of unique opportunities for advertisers and we are confident that Mike will be invaluable as we continue to grow our client base giving advertisers a fresh, new way to reach the growing Hispanic population."

Prior to joining LBI Media, Reid spent 17 years at Univision Communications Inc. where he steadily built a solid track record of sales successes and achievements. Most recently, he served as Senior Vice President of Sales in New York where he oversaw a multi-million dollar sales division and a staff of 135 employees. He got his start at the company as a local account executive for KUVN-TV in 1992.

"In today's competitive media marketplace, advertisers and ad agencies are constantly looking for new buys to put them ahead, and LBI Media has an innovative Hispanic broadcast platform to gain an edge in the market," said Mr. Reid. "Since the nationwide launch of Estrella TV last year, advertisers have been exposed to the network's success. I'm determined to cultivate both existing and new relationships to support their needs."

Among his many credentials and achievements, he has also served as a member on the Television Bureau of Advertising's National Sales Advisory Committee and University of North Texas' Executive Advisory Board. Reid holds a B.A. in Political Science with a minor in Spanish from the University of North Texas.

Estrella TV is a popular Hispanic broadcast network that creates and airs a highly rated slate of original programming, such as "Tengo Talento, Mucho Talento," "Estudio Dos" and "A Que No Puedes." For nationwide broadcast on Estrella TV, LBI Media produces 56 hours of original programming each week at its Burbank studios and has a library of over 5,000 hours.

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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