



Liberman Broadcasting Appoints Bill Acker as Vice President of New York Network, National Sales

Former Univision Sales Manager Responsible for Estrella TV's Northeast Regional Sales

LOS ANGELES, January 27, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the appointment of broadcast sales veteran Bill Acker as Vice President of New York Network, National Sales.

Based in New York City, Mr. Acker is responsible for network and national sales in the Northeast Region for the Estrella TV network and reports to Mike Reid, the recently appointed Executive Vice President of National Sales. In his new role, Mr. Acker will join LBI Media's wholly owned sales force, Spanish Media Rep Team (SMRT). The dedicated team has offices throughout the United States and focuses on selling TV advertising exclusively for Estrella TV owned-and-operated and affiliate stations, which reaches about 70 percent of U.S. Hispanic households.

"We welcome Bill to the LBI and Estrella TV family," said Winter Horton, Chief Operating Officer, LBI Media. "His extensive experience in Spanish-language broadcast sales, in addition to his long tenure as sales training director, will help further our goal of attracting national advertisers and building our sales team in support of Estrella TV."

Coming to LBI, Acker brings with him the knowledge of more than 25 years in broadcast sales, which includes 14 years with the Univision Television Group, where he served as Director of Sales Training and Sales Manager of National Sales - both based in the New York region.

"After working in this industry for more than two decades, it's refreshing to be able to join a team that is shaking up the traditional Spanish broadcast landscape and providing marketers with new ways of doing business," said Mr. Acker. "Estrella TV Network's counter-programming strategy gives us an edge against the traditional Spanish-language networks, which entices advertisers for new and exciting opportunities. I'm excited to start sharing LBI's story with advertisers, both new and established."

Mr. Acker graduated with a B.S. in Finance from Boston College and holds a MBA from New York University's Stern School of Business. He began his broadcasting career as an Account Executive in 1982 at Petry Television, Inc. in New York. From 1983 to 1991, he held Account Executive positions in New York and Los Angeles at Petry, Tele Rep Inc. and Blair Television. From 1991 to 1993, he held the position of National Sales Manager for Fox 25, Boston, and moved back to Blair Television as Sales Manager in their New York office in 1993. In 1995, Mr. Acker joined Univision as Sales Manager, National Sales in New York and since 1997, has been the Director of Sales Training, where he trained over 2,500 Account Executives.

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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