



## **Liberman Broadcasting Hires Lauren McEwan to Lead New Sales Office in Atlanta**

### ***Experienced Sales Manager to Oversee Southeastern Region Activities***

**LOS ANGELES, February 1, 2010** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the appointment of Lauren McEwan as Regional Sales Manager, along with the opening of an Atlanta-based sales office. In her new role as the leader of LBI Media's Atlanta sales force, Ms. McEwan will develop network and national sales opportunities in the Southeast Region for the Company's top rated Hispanic broadcast network, Estrella TV. She will report to Mike Reid, Executive Vice President of National Sales.

Ms. McEwan brings over 17 years of media sales and buying experience to LBI Media's wholly owned, dedicated sales force, Spanish Media Rep Team (SMRT). In addition to Atlanta, SMRT has offices throughout the United States, including Los Angeles, New York, Chicago, Dallas and Miami. SMRT sells TV advertising exclusively for Estrella TV owned-and-operated and affiliate stations, which reaches about 70 percent of U.S. Hispanic households. In order to better support Estrella TV's significant growth, LBI Media has chosen to open an Atlanta office, located at 3525 Piedmont Road, 7 Piedmont Center, to augment the company's efforts in the aforementioned regions.

"Estrella TV continues to gain traction with viewers, advertisers and affiliates, and the opening of our Atlanta office with Lauren as the head reflects our commitment to support that growth," said Winter Horton, Chief Operating Officer, LBI Media. "By bringing in a solid sales executive like Lauren, we're ensuring that our sales team's expansion into the Southeast will have the leadership and expertise it needs to establish Estrella TV's foothold in the region."

Prior to LBI Media, Ms. McEwan served as an Account Executive / Market Specialist at MMT Cox-Post Newsweek, selling national TV spots. Before that, she was the Vice President of National Sales at Katz Continental Television. She also held various roles at KCWB-TV (Kansas City, MO) and Rubin Postaer Media. Ms. McEwan holds a B.A. in Journalism and Advertising from Southwest Texas State University.

"It's an honor to be selected to lead the new Atlanta office for LBI," said Ms. McEwan. "I look forward to representing Estrella TV and highlighting the network's success and distinct offerings to our Southeast client base."

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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