



Top-Rated Hispanic Network Estrella TV Coming to Denver

Liberman Broadcasting Purchases Denver TV Station from LeSEA Broadcasting

Acquisition Broadens Estrella TV's Reach About 70 Percent of the U.S. Hispanic Population; Increases O&O's to Eight

LOS ANGELES, February 03, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced the acquisition of KWHD-TV, an Englewood, Colorado-based television station licensed to serve the Denver market on channel 53 and digital channel 46. Purchased from LeSEA Broadcasting Corporation, the station addition increases LBI Media's owned-and-operated (O&O) television station group to eight and expands the reach of the Company's popular Hispanic broadcast network, Estrella TV, to approximately 70 percent of the U.S. Hispanic Population.

The Denver market is the fifteenth largest Hispanic television market in the United States, representing more than 234,000 Latino TV households. As early as the second quarter of 2010, area viewers will be able to watch a compelling lineup of diverse Estrella TV content which includes musical-variety, comedy, drama, talk and game shows, as well as a daily national newscast and a news magazine program.

"Our portfolio of O&O and affiliate stations has just gotten stronger as a result of our entrance into the booming Hispanic market of Denver. Adding a full power, must-carry television station in a top 15 Hispanic market is very positive for the Estrella TV network and Liberman Broadcasting in general," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "Estrella TV effectively reaches a broad spectrum of Spanish-speaking viewers with our fresh alternative programming and provides local and national advertisers with unparalleled strategic solutions to drive their businesses. We also look forward to playing a proactive role in the local Denver community as an advocate for Hispanic issues."

Spanning 25 markets nationwide, Estrella TV now boasts a presence in 20 of the top 25 Hispanic U.S. markets. The network counter programs the imported content and telenovelas found on other Hispanic networks, providing fresh alternatives to Hispanic audiences, 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 weekly programming that utilize top talent from the U.S., Mexico and Latin America out of its Burbank studios and has a library of over 5,000 hours of programming.

The robust ratings generated by the network, as seen by its stellar November Sweeps results, serves as a valuable platform for advertisers that seek creative buying solutions, talent endorsements, organic product integration and cross promotional opportunities. Estrella TV also operates as a vehicle for distributors – broadcast affiliate partners and cable, satellite and telecom operators – seeking to broaden their Spanish-language strategy.

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 eight 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 20 of the top 25 Hispanic markets and a reach of approximately 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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