



## **EstrellaTV Enters The Sunflower State**

### ***Hispanic Broadcast Network Launches in Kansas on KCTU-TV with Popular Spanish-Language Programming***

**LOS ANGELES, August 11, 2010** – Liberman Broadcasting, Inc. (LBI Media) today announced that its national Hispanic television network, EstrellaTV, has inked an affiliate deal with River City Broadcasting Inc. in the Wichita-Hutchinson, Kansas market. Effective immediately, EstrellaTV is set to air on KCTU-TV, Channel 43.2. With this agreement, EstrellaTV now reaches approximately 76 percent of U.S. Hispanic households.

Wichita-Hutchinson is the 54<sup>th</sup> largest U.S. Hispanic TV market, representing 37,180 Hispanic TV households. The affiliate deal increases EstrellaTV's affiliate count to 27 and the popular network is now present in 35 markets nationwide.

“As the Hispanic population continues to grow, we recognize the importance of expanding the reach of EstrellaTV through key multicasting agreements that build on our digital distribution strategy,” said Lenard Liberman, Chief Executive Officer and President of LBI Media. “We’re excited to offer our lineup of unique shows to the Wichita-Hutchinson Spanish community on KCTU, allowing area audiences to stay connected with their Hispanic heritage, while keeping entertained and informed. EstrellaTV can also serve as a new marketing channel for local advertisers seeking to further develop their brand with this growing, niche group.”

EstrellaTV is proud to offer an alternative to the telenovelas and imported content that is often found on other Hispanic networks. Among the high energy and well produced shows provided by EstrellaTV are “Tengo Talento, Mucho Talento,” “Estudio 2” and “A Que No Puedes,” in addition to other comedy, scripted drama, talk, musical-variety and games shows. EstrellaTV also features in-depth national news programs, including “Noticiero con Enrique Gratas,” “Alarma TV,” and “Noticiero STN,” as well as local newscasts.

“Spanish-language viewers in our region now have another choice on the television dial: EstrellaTV,” said Ron Nutt, General Manager, KCTU. “Our station has a strong track record in positioning independent networks that champion diversity, localism and the public interest. After discovering EstrellaTV, it became evident that the Hispanic network would powerfully connect with the critically underserved audiences of Wichita-Hutchinson who want current entertainment that can serve as an integral part of their identity.”

Similar to other EstrellaTV affiliate agreements, the KCTU sales team will now have the backing of LBI Media’s wholly owned national sales organization, Spanish Media Rep Team (SMRT). SMRT, made up of a highly trained group of professionals who sell spot advertising exclusively for EstrellaTV owned-and-operated and affiliate stations, has offices in Los Angeles, New York, Chicago, Dallas, Miami and Atlanta. The robust ratings generated by the network serves as a valuable platform for advertisers that seek creative buying solutions, talent endorsements, organic product integration and cross promotional opportunities.

#### **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 nine television stations and 21 radio stations. Leveraging its TV broadcast platform and affiliate agreements with prominent broadcasters; LBI has launched the EstrellaTV network, which now has a presence in 21 of the top 25 Hispanic markets and a reach of approximately 76 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 EstrellaTV. 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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