



Estrella TV Broadens California Footprint

Inks Affiliate Agreement with JACO Communications in Bakersfield

KBBV-TV Ups Total Nationwide Affiliate Count to 20 & U.S. Hispanic Household Reach to 74%

LOS ANGELES, March 24, 2010 – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that it entered into an affiliate agreement with JACO Communications LLC in Bakersfield, Calif. to air their newly Nielsen-rated network, Estrella TV, on KBBV-TV, Channel 19.1. The deal expands Estrella TV's reach to 74 percent of U.S. Hispanic TV households and increases the popular Spanish-language network's affiliate count to 20.

The Bakersfield market is the 29th largest Hispanic television market in the United States, representing approximately 90,500 Latino households. With the addition of KBBV-TV, Estrella TV has a presence in seven top 50 Hispanic markets in California alone, including two LBI Media owned and operated (O&O) stations in Los Angeles and San Diego, and four affiliate arrangements across San Francisco / Oakland / San Jose; Sacramento / Stockton / Modesto; Fresno / Visalia; and Santa Barbara / Santa Maria / San Luis Obispo.

"Our success is due to the ongoing attraction and desirability of the Estrella TV brand and history of successful programming, which has helped us round out our presence in California and extend our national footprint," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "As our first Nielsen-rated audience measurement report concluded, we're continuing to connect and build a growing base of viewers in the seven short months we've been a national network."

Spanning 28 markets, Estrella TV delivers fresh, compelling programming 24 hours a day, seven days a week to Hispanic communities nationwide, including its hit talent show "Tengo Talento, Mucho Talento," which beat Telemundo and Azteca America in the first week of its second season debut. The network's diverse programming roster also includes musical-variety, comedy, drama, talk and game shows, as well as daily national newscasts and news magazine programs.

LBI Media's in-house sales force, Spanish Media Rep Team (SMRT), sells network advertising exclusively for O&O Estrella TV station and affiliate stations. SMRT has offices throughout the United States, including Los Angeles, New York, Miami, Dallas, Chicago and Atlanta. Estrella TV serves as a valuable platform for advertisers that seek creative advertising solutions, talent endorsements, truly 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 Estrella TV network, which now has a presence in 21 of the top 25 Hispanic markets and a reach of over 74 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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