



Estrella TV Continues Distribution Momentum with New Affiliate Deal

Latest Affiliate Agreement with Camino Real Communications in Palm Springs, California for KRET

LOS ANGELES, April 20, 2010 – Liberman Broadcasting, Inc. (LBI Media) today announced that it entered into an affiliate agreement with Camino Real Communications, LLC in Palm Springs, California to air its popular network, Estrella TV, on KRET-TV, Channel 45.2. The deal expands Estrella TV's reach to 75 percent of U.S. Hispanic TV households and gives the network a broader coverage area in the key state of California.

Palm Springs is the 38th largest Hispanic television market in the United States, representing approximately 63,000 Latino households. This affiliate deal increases Estrella TV's affiliate count to 21 and raises its total market reach to 29.

"We are continuing to gain traction with affiliates, viewers and advertisers and our latest deal with KRET underscores our growing footprint in the broader television landscape. Our unique content offering is resonating with stations and they are rapidly including Estrella TV as part of their digital multicast strategies as they seek to broaden their appeal with local Hispanic American audiences," said Lenard Liberman, Chief Executive Officer and President of LBI Media.

With the addition of KRET-TV, Estrella TV has a presence in eight 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; Bakersfield, and Santa Barbara / Santa Maria / San Luis Obispo.

Estrella TV delivers entertaining and informative programming 24 hours a day, seven days a week to Hispanic communities nationwide, including its hit talent show "Tengo Talento, Mucho Talento" and a new half-hour newscast with esteemed journalist Enrique Gratas entitled, "Noticiero con Enrique Gratas." The network's diverse roster also includes comedy, drama, talk and game shows, all featuring top talent from the U.S., Mexico and Latin America.

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 75 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.

###

Media Contacts:

Nancy Zakhary / Sharon Oh
Brainerd Communicators, Inc.
212-986-6667
nancy@braincomm.com
oh@braincomm.com