



Liberman Broadcasting Appoints Mark Huey to Lead Los Angeles Sales Team

Hispanic Ad Sales Veteran Joins Spanish Media Rep Team to Highlight Estrella TV's Competitive Position as an Emerging Spanish Language Network

LOS ANGELES, April 29, 2010 – Effective immediately, Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, announced the appointment of Mark Huey to Vice President of National Sales for the Los Angeles market. Mr. Huey will join LBI Media's wholly owned sales force, Spanish Media Rep Team (SMRT), and will be responsible for developing network and local sales opportunities and strategies for Estrella TV, the Company's popular Hispanic network. He will report to Mike Reid, Executive Vice President of National Sales.

With offices in Los Angeles, New York, Dallas, Chicago, Atlanta and Miami, SMRT is a dedicated sales team that manages advertising sales exclusively for the Estrella TV network, LBI Media owned and operated (O&O) stations, as well as Estrella TV affiliate stations. Since Estrella TV produces its own content, the network's competitive advantage lies in its ability to freely work with advertisers at the early stages of the creative process to develop multiplatform solutions that will generate a solid return on investment. The Nielsen-rated network, which frequently outperforms established networks like Telefutera, reaches over 75 percent of Hispanic TV households across 30 U.S. markets.

"With Mark's extensive Hispanic and General Market ad sales expertise, he is an exceptional addition to the SMRT team," said Mr. Reid. "We've continued to build out our sales force with successful executives, like Mark who have strong client relationships and performance records, and opened a new office in Atlanta to support the rapid rate in which Estrella TV is expanding and growing customer demand."

"Estrella TV's quality and diversity sets it apart from other Spanish networks, as such an investment in the brand directly delivers customer messages to a unique, engaged Hispanic consumer base," said Mr. Huey. "It's an honor to be working with such a talented group at LBI Media and I look forward to representing the burgeoning network."

Most recently, Mr. Huey served as a sales executive at Adlink Cable Advertising, LLC, a Los Angeles-based company owned by Time Warner, Charter Communications, and Cox Cable Communications, that sells media time and distributes advertising on 44 cable networks. Over the last ten years, he helped grow Adlink's Hispanic sales division by consistently increasing annual revenues and securing new advertising partnerships. With long-standing agency and client relationships, Mr. Huey was successful in building new opportunities for Adlink's three Spanish language networks -- Galavisión, Fox Sports Español and ESPN Deportes -- by adding several blue chip advertisers. He also played an integral part in the launch of AdConexión L.A., Adlink's dedicated Hispanic Division, in 2006.

Prior to that, he held several ad sales positions during his six year tenure at Telemundo Network Group in Los Angeles, the most recent of which entailed selling advertising for Telemundo's 50-plus affiliated and eight O&O stations across the U.S. and Puerto Rico. As a result of continuously achieving and exceeding sales budgets during his time at Telemundo, Mr. Huey's territory was expanded to include Orange County, San Diego and Arizona.

Mr. Huey graduated with a Bachelor of Science degree in International Business, with an emphasis on Latin American Studies, from San Diego State University.

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 over 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:

Sharon Oh / Nancy Zakhary
Brainerd Communicators, Inc.
212-986-6667

oh@braincomm.com / nancy@braincomm.com