



Estrella TV Kicks Off Seven-City Upfront Tour

“Infront” Advertiser Meetings Begin April 19th

***Popular Hispanic Network to Showcase Riveting Program Lineup,
Impressive Distribution Gains & New Multiplatform Opportunities***

Coming Soon: “Duettos” Competition Series & Enrique Gratas-Lead Newscast

LOS ANGELES, April 5, 2010 – Estrella TV today unveiled plans for its inaugural upfront presentation for the advertising community. The Nielsen-rated, national Hispanic television network owned by Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, will reveal its latest original programming slate, strong distribution and ratings gains, and its multiplatform marketing offerings for the 2010-2011 season via a seven-city “Infront” advertiser tour.

Led by LBI Media Chief Executive Officer and President Lenard Liberman, Chief Operating Officer Winter Horton, and Executive Vice President of Estrella TV National Sales Mike Reid, Estrella TV’s Infront roadshow will make scheduled stops in Los Angeles, New York, Miami, Houston, Dallas, Chicago and San Antonio between April 19th and May 21st. The executives will highlight the network as a unique platform that entertains and engages a diverse Hispanic consumer segment and offers an effective one-stop solution for advertisers.

“We’ve just kicked off an exciting new chapter in Estrella TV’s evolution as a competitive Hispanic entertainment network. The network’s early ratings success, distinct program offerings and expansive reach are already setting it apart from its competitors and contributing to its allure for advertisers who want to reach a highly coveted Hispanic market,” said Mr. Liberman. “In addition to affiliate and viewer affirmation, Estrella TV continues to receive positive feedback from the advertising community and is renewing many of its charter advertisers, whom we’d like to thank for their ongoing support.”

As the fastest-growing Hispanic network in the U.S, Estrella TV currently reaches 75 percent of Hispanic TV households having just recently added Chicago, Denver and Bakersfield to its coverage area. The popular network, which spans 28 markets, has experienced remarkable distribution increases as a result of identifying key station acquisitions and partnerships in geographically relevant areas. Its expanding portfolio includes nine owned and operated stations and 20 affiliates from leading broadcast partners, such as Belo Corp., Communications Corporation of America, Hearst Television, Sinclair Broadcast Group, Sunbeam Television, Titan Broadcasting and Tribune Company.

LBI Media has a rich 22 year history in the broadcasting business, 13 of which have been spent nurturing their TV production arm into a proven hit machine for Estrella TV. The network has sustained an increase in viewership, especially among the attractive 18-49 and 25-54 demographics, elevating its stance among an ever-changing and increasingly competitive Hispanic marketplace. Estrella TV, currently ranked fourth among Spanish-language networks, is dedicated to providing the widest variety of compelling programming to Hispanic viewers, featuring fresh series like “Tengo Talento, Mucho Talento,” “Estudio 2,” “A Que No Puedes” and “Alarma TV.” The network captivates its audience by producing over 60 hours of original programming a week at its Burbank studio facility and by counter-programming the imported content and telenovelas found on other Hispanic networks. Coming soon to the network is a lively singing

and dancing competition program where contestants will be paired with celebrities called "Duettos" and a yet to be named national newscast featuring respected award-winning journalist Enrique Gratas as its lead anchor.

"We look forward to the in-person opportunity to update our advertising partners on exciting developments for the year ahead, including brand new programming for the summer/fall seasons and the imminent debut of the Estrella TV Web site," stated Mr. Horton. "We are very pleased with our network sales effort so far and with the strong Nielsen Television Index ratings results, we are confident that we will have a successful upfront season."

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. Brand integrations, promotions or celebrity endorsements from LBI Media's popular talent pool can stretch across the Estrella TV national network, local television stations, company-owned radio stations and a new Estrella TV Web site that is set to launch in the coming months. In short, the network enables a 360-degree, cross platform branded opportunity with one advertising buy. Since its September 2009 launch, the network has already attracted a top-notch roster of blue chip advertisers, including AT&T, The Clorox Co., DirecTV, DISH Networks, Georgia-Pacific's Angel Soft, Procter & Gamble, Universal Pictures, Verizon and Walmart.

"Our Infront roadshow is a continuation of discussions we have already begun with key advertisers and agency clients since the network's inception. We have a very unique and compelling platform and are eager to share our early successes with the market. The upcoming Census and attention that process has received has also raised further awareness of the growing Hispanic population, which gives us additional opportunities to communicate the importance and strength of Estrella's value proposition," commented Mr. Reid.

All network and national sales for Estrella TV programs are exclusively managed by LBI Media's internal sales team, Spanish Media Rep Team (SMRT). The dedicated sales force has offices throughout the United States, including Los Angeles, New York, Dallas, Chicago, Atlanta and Miami.

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:

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

oh@braincomm.com / nancy@braincomm.com