



## **Estrella TV Widens Footprint in Nevada through Affiliate Deal**

### ***KNRC-TV in Reno to Air Compelling Hispanic Programming Starting August***

**LOS ANGELES, June 4, 2010** – Liberman Broadcasting, Inc. (LBI Media) today announced that it has inked an affiliate deal with Fiori Media, Inc. in Reno, Nevada to air Estrella TV on KNRC-TV, Channel 14.1, starting in August. Through this agreement, Estrella TV now reaches approximately 76 percent of the U.S. Hispanic households.

Reno is the 55<sup>th</sup> largest U.S. Hispanic TV market, representing 37,000 Hispanic TV households. This affiliate deal increases Estrella TV's affiliate count to 25 and the popular network is now present in 33 markets nationwide. This is Estrella TV's second foray into Nevada. The network also has an affiliate agreement with Sinclair Broadcast Group, Inc. in Las Vegas for KVMY-TV, Channel 21.2.

"Successfully concluding our inaugural Upfront roadshow and having recently outpaced Telemundo for the first time, we are continuing Estrella TV's momentum with the addition of Reno to our ever-expanding affiliate roster. Together, these landmark moments are illustrating to advertisers the continued viability of our network," said Lenard Liberman, Chief Executive Officer and President of LBI Media. "We look forward to entertaining the Reno Hispanic community with our distinct program offerings via KNRC-TV, a newly launched area TV station."

"As a new television station serving Northern Nevada, we are excited to launch Estrella TV on KNRC this summer. We want to convey to our viewers' that KNRC is dedicated in airing high quality programs that will entertain and inform and, through our agreement with Liberman Broadcasting, we will do just that," said John Fiori, President of Fiori Media.

Estrella TV, which airs musical-variety, comedy, drama, talk and game shows, as well as a daily national newscast and a news magazine program, captivates its audience by producing over 60 hours of original programming a week at its Burbank studio facility. The network also counter-programs the imported content and telenovelas found on other Hispanic networks. On the final day of Nielsen's May Sweeps period, Estrella TV's musical variety show, "Estudio 2" outpaced Telemundo in primetime ratings, ranking third among Spanish-language broadcasters and increasing its viewership in six key demographics.

Because 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. LBI Media's Spanish Media Rep Team (SMRT) offers a 360 degree multiplatform advertising opportunity that utilizes the Estrella TV national network, local television stations, LBI-owned radio stations and a new Estrella TV Web site that is set to launch in the coming months.

#### **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 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 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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