



*For Immediate Release*

## **Spanish Broadcasting Announces Fall Ratings Results**

### ***Top-Ranked SBS Stations Dominate Major Market Hispanic Audiences in Multiple Music Genres***

**Coconut Grove, Florida – January 24, 2006 – Spanish Broadcasting System, Inc. (“SBS”; NASDAQ: SBSA)** today announced the ratings results of its major-market radio stations, as reported in the Fall 2005 Report issued by the Arbitron Ratings Company.<sup>1</sup>

In the nation’s largest market, New York City, SBS stations continue to dominate Hispanic audiences with the #1 and #2 Spanish-language stations in the Big Apple. **WSKQ-FM** (“La Mega 97.9 FM”) extended its long-standing run as the most-listened-to Latino radio station in the nation. **WSKQ-FM** also boasts the highest-ranked Spanish-language morning show in the country, “El Vacilón de la Mañana”, hosted by veteran morning comedy jocks Luis Jimenez and Moonshadow.

**WPAT-FM** (“Amor 93.1”) also grew its ratings significantly among listeners of all ages, solidifying its position as New York’s perennial Hispanic adult contemporary leader. **WPAT-FM** realized a 15% increase in its overall ratings, registering significant gains in all demos and dayparts. In New York City, SBS operates two of the top 6 stations among all 18-34 year old listeners and two of the top 5 stations among all listeners 25-54 years of age, regardless of language or format.

In Los Angeles, the nation’s largest Hispanic market, SBS once again delivered outstanding results. **KXOL-FM** (“Latino 96.3”) remains the most popular Hispanic Urban (Hispanic Urban) formatted station in the world after its debut in May of 2005. On SBS Regional Mexican **KLAX-FM** (“La Raza 97.9”), on-air personality Renan Almendarez Coello, “El Cucuy de la Mañana”, continues his strong run on LA mornings with the second highest ranked show among all adults 25-54 in Southern California.

In Miami, **WCMQ-FM** (“Clásica 92”) was, once again, the highest ranked Spanish-language station in the market and the #2 overall ranked radio station regardless of language of format. The **WXDJ-FM** (“El Zol 95”) morning show, hosted by Enrique Santos and Joe Ferrero, continued its #1 ranking among 18-34 Hispanics.

In Chicago, **WLEY-FM** (“La Ley 107.9”) continued its eight year run as a top-rated Spanish-language competitor. **WLEY-FM** was ranked #3 in the market, regardless of language or format, for all listeners 18-34 years of age.

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<sup>1</sup> Arbitron Fall 2005 Report – 12+ Cume Audience totals and denoted Average Quarter Hour share results.

In the San Francisco/San Jose Bay Area, SBS outlet **KRZZ-FM** (“La Raza 93.3”) is, once again, the highest-ranked Spanish station among all 18-34 year old listeners, establishing itself as a Top 3 contender among all stations, regardless of language or format.

In Puerto Rico, SBS operates two of the top 5 radio facilities on the island and commands an impressive 29.4 share among all 18-34 listeners with its five networks.

SBS continues to lay claim to the national leadership positions in the following format genres: #1 Tropical, #1 Hurban, #2 Regional Mexican and the #2 Spanish Adult Contemporary, as well as the overall most-listened-to Spanish station in the nation. In terms of overall national ratings, SBS stations hold three of the Top 4 positions in Hispanic radio.

### **About Spanish Broadcasting System**

Spanish Broadcasting System, Inc. is the largest Hispanic-controlled radio broadcasting company in the United States. Upon the completion of all previously announced transactions, SBS will own and operate 20 radio stations located in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, including the #1 Spanish-language radio station in America, WSKQ-FM in New York City, as well as 3 of the Top 4 nationally top-rated radio stations airing the Tropical, Regional Mexican, Spanish Adult Contemporary and Hurban format genres. The Company also produces live entertainment concerts and events in all of its markets. On July 13, 2005 the Company announced the acquisition of WDLP-TV, a full-power television station serving South Florida. The Company also operates LaMusica.com, a bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture. The Company’s corporate website can be accessed at [www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

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