



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

**SPANISH BROADCASTING SYSTEM,  
PROMOTES RICHARD LOM  
TO VICE PRESIDENT OF  
SBS ENTERTAINMENT**



**MR. RICHARD LOM**  
PHOTO CREDIT: SBSE

**Miami, FL. (May 22<sup>nd</sup>, 2012)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) announced today the promotion of Mr. Richard Lom to Vice-President of SBS Entertainment. In this new role, Richard will oversee all aspects of the daily operations, live concerts, worldwide management, new TV development, marketing and partnerships, worldwide booking, new business development and Interactive for the SBS Entertainment business unit. He will report to Albert Rodriguez, Chief Operating Officer of SBS and will be based in Miami, Florida.**

*“We are thrilled to have Richard’s passion for music and innovation with us,”* said **Albert Rodriguez, COO of SBS.** *“His entrepreneurial approach will be*

*a huge benefit to SBS Entertainment, and most of all, to our expanding audience."*

*"We are proud to have Richard Lom as part of SBS' management team," said **Lucas Piña, Sr. VP of SBS Entertainment**. "Richard has been with SBS Entertainment for over six years with a proven record of success and we are excited to have him lead in this new capacity," stated **Mr. Piña**.*

*"Over the past four years, SBS Entertainment has become an important player in live entertainment in the US and Puerto Rico, said **Lom**. "I'm very appreciative of this opportunity and excited at the prospects for the company. SBS Entertainment is positioned for growth and it's my responsibility to translate that growth to a superlative level of profitability and we have a dedicated, highly competent team in place here at SBS which is eager to make their mark. Expect big things," stated **Mr. Lom***

Prior to this role, Lom was Director of **SBS Entertainment**. He joined SBS Entertainment in 2007 where he also served as Financial and Administrative Director. Prior to joining **SBSE, Richard** was director of Finance for boutique Latin record label, Ole Music until 2007. From 2001 to 2003 he worked as Licensing Manager for publisher Ventura Music Group.

His unique blend of entertainment business expertise and love of live music has made him an ideal fit for **SBSE's 360**.

**Mr. Lom** is a graduate of Florida International University, with a BA degree in Business Administration.

For more information please visit: [www.sbsentertainment.com](http://www.sbsentertainment.com)

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### **About Spanish Broadcasting System, Inc.**

Spanish Broadcasting System, Inc. is the largest publicly traded Hispanic-controlled media and entertainment company in the United States. SBS owns and/or operates 21 radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, airing the Tropical, Mexican Regional, Spanish Adult Contemporary and Urban format genres. SBS has 3 of the top 6 Spanish-language stations in the nation including the #1 Spanish station in America, WSKQ-FM in New York City (WPAT is ranked #3 and KLAX is ranked #6). The Company also owns and operates MegaTV, a television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico. SBS also produces live concerts and events throughout the country and operates [LaMusica.com](#), a bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture. The Company's corporate Web site can be accessed at [www.spanishbroadcasting.com](#).

### **Media & Press Contact:**

**Vladimir Gomez**, Spanish Broadcasting System, Inc., Director, Marketing and Communications (305) 644-4817, [vgomez@mega.tv](mailto:vgomez@mega.tv)