



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

**SPANISH BROADCASTING SYSTEM, INC. NAMES BERRY JASIN  
AS VICE PRESIDENT OF NATIONAL SALES  
FOR CONSOLIDATED OPERATIONS**



**BERRY JASIN**  
**PHOTO CREDIT: SBS/ MICHAEL CARNASE**

**Miami, FL. (December 12<sup>th</sup>, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) is pleased to announce the appointment of Berry Jasin as Vice President of National Sales of SBS's Consolidated Operations. In this role, Berry will be responsible for coordinating and developing successful national sales and marketing campaigns for the entire SBS group. Jasin will**

remain based in Miami, Florida and will report to **Donny Hudson, VP of Consolidated Sales for SBS.**

Prior to joining the **SBS** family, **Jasin** served as Senior Account Manager for CBS Corporation where he was responsible for all network television, radio and Interactive division sales, including, marketing and promotions. For over 14 years, he managed top accounts in CBS. Before his move to CBS Corporation, Jasin was the Regional/National Sales Manager at Clear Channel. He also worked at The Flyer as VP of Sales managing all ad sales for the publication.

*“Berry brings to SBS a long history of building successful partnerships with advertisers,”* said **Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations, Executive Vice President and General Manager of MegaTV.** *“We are constantly looking for innovative ways to enhance value and engage our customers and we know that Berry will be a tremendous asset to realize these goals.”*

*“After working in this industry for more than two decades, it’s refreshing to be able to join a team that is shaking up the traditional Spanish broadcast landscape and providing marketers with new ways of doing business,”* said **Mr. Berry Jasin.** *“SBS’s counter-programming strategy gives us an edge against the traditional Spanish-language networks, which entices advertisers for new and exciting opportunities. I’m excited to start sharing SBS’s story with advertisers, both new and established.”*

**Berry** has been recognized by and received awards from organizations such as the Hispanic Unity of Florida and the Leadership Broward. **Jasin** holds a Bachelor of Arts Degree in Philosophy and History from the University of Miami. He is married and has two sons.

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[www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)  
[www.lamusica.com](http://www.lamusica.com)

### **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](http://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](http://www.spanishbroadcasting.com).

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