



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

**SPANISH BROADCASTING SYSTEM, INC. NAMES ERIC OSUNA
AS VICE PRESIDENT OF SBS LOS ANGELES**



ERIC OSUNA
PHOTO CREDIT: SBS/ MICHAEL CARNASE

---Respected Executive Assumes Important Role as Head of SBS Los Angeles---

Miami, FL. (December 12th, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) is pleased to announce the appointment of Eric Osuna to Vice President of Sales for SBS Los Angeles. Mr. Osuna will oversee all advertising sales and operations for KLAX 97.9FM- La Raza 97.9, and KXOL 96.3FM- Latino 96.3. He will also be responsible for growing and overseeing the

revenue in all of the company's divisions for the Los Angeles market. Based in Los Angeles, California, he will report directly to **Donny Hudson, VP of Consolidated Sales for SBS.**

Mr. Osuna comes to **SBS** with 17 years of advertising sales experience. Most recently, he worked at Univision Radio as the central team manager overseeing consolidated national revenue for the Univision owned and operated stations in California including Los Angeles, San Francisco, Fresno and San Diego. **Eric** previously held a Sales Management position at Katz Media in Chicago and an Account Executive position at La Opinion.

*"Eric is an outstanding professional with solid management skills and a reputable trajectory in sales," said **Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations, Executive Vice President and General Manager of MegaTV.** "We are confident that his strong client relationships, industry experience and strategic thinking abilities will help us continue to grow our share of sales revenue."*

*"We couldn't be more excited to have Eric on board," said **Donny Hudson, VP of Consolidated Sales for SBS.** "He brings incredible smarts and know-how to our sales organization. His deep understanding of the Hispanic marketplace and strong relationships with clients and agencies will take us to another level in the competitive landscape."*

Osuna is a Mexican native, born in Mazatlan, Sinaloa in Mexico and raised in Los Angeles, California. He received a Bachelor of Science degree in Advertising Communication from California State University at Fullerton in 1996. Among his passions, is his affinity for outdoor activities with his family.

Mr. Eric Osuna commented, *"I am thrilled to join one of the fastest-growing and most integrated media companies in the country. SBS represents an incredible opportunity for clients to grow their business by reaching the growing Hispanic consumer base and I look forward to helping the sales team continue to see the benefits of speaking directly to this influential demographic."*

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www.lamusica.com
www.spanishbroadcasting.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, 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.

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