



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

**SPANISH BROADCASTING SYSTEM, INC. (SBS) NAMES
FELIX LOPEZ AS VICE PRESIDENT OF SBS MIAMI
RADIO/TV-CONSOLIDATED SALES**



FELIX LOPEZ

PHOTO CREDIT: SBS-MICHAEL CARNASE

***---Respected Sales Manager Assumes Important Role as Head of SBS Miami
Radio/TV Consolidated Sales---***

Miami, FL. (November 22nd, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) is pleased to announce the appointment of Felix Lopez to Vice President of SBS Miami Radio/TV-Consolidated Sales for Spanish Broadcasting System, Inc, (SBS). Mr. Lopez will oversee all advertising sales and operations for MegaTV, Romance 106.7FM, Clasica 92.3FM, El Zol 95.7FM, Cima 106.3FM and www.lamusica.com. He will also be responsible for growing and overseeing the revenue in all of the company's divisions for the Miami market. Based in Miami, Florida, he will report directly to Donny Hudson, VP of Consolidated Sales for Spanish Broadcasting System (SBS).

Felix has been with **Spanish Broadcasting System, Inc. (SBS)** since 1993. Prior to this appointment, he was Local Sales Manager for **WXDJ- El Zol 95.7FM, WRMA-Romance 106.7FM, WCMQ-Clasica 92.3FM** and **WRAZ-Cima 106.3FM** in Miami. During his tenure as an Account Executive for **WXDJ-El Zol 95.7FM**, the station was ranked as #1 in billing with the highest annual revenue ever achieved by any South Florida radio station. In December of the same year, he was named Local Sales Manager of SBS's Pop and Ballad format station, **WRMA-Romance 106.7FM**.

"Felix is a strong leader with a wealth of knowledge, and his leadership will be pivotal to Spanish Broadcasting System, Inc. (SBS) continued growth," said **Albert Rodriguez, Chief Revenue Officer of SBS's consolidated operations, Executive Vice President and General Manager of MegaTV.** *"His passion, commitment to excellence and unparalleled industry experience makes him a key member of our company senior management team."*

"We are excited that Felix has earned this very well deserved promotion and will be assuming the responsibilities of the newly created Vice President of SBS Miami Radio/TV-Consolidated Sales position. He has a proven track record and a profound knowledge of our business," adds **Donny Hudson, VP of Consolidated Sales for Spanish Broadcasting System (SBS).**

Prior to joining **Spanish Broadcasting System, Inc. (SBS)**, **Lopez** owned a promotions company that serviced various advertising agencies in South Florida. He started his radio career at **WXDJ El Zol 95.7FM** in 1993. He is a proud Miami native that comes from a family of real estate, automotive and media executives.

"I look forward to contributing to SBS's success and to the further develop its multimedia platform. And together with the great team and family that we have at SBS, we will be able to continue to grow assets shares in the Miami market," states **Felix Lopez.**

Among his passions, is his affinity for sports, boating and spending time with his family, friends and especially with his 3 son's.

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www.mega.tv

www.lamusica.com

www.elzol.com

www.clasica92fm.com

www.romancefm.com

www.cima1063.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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