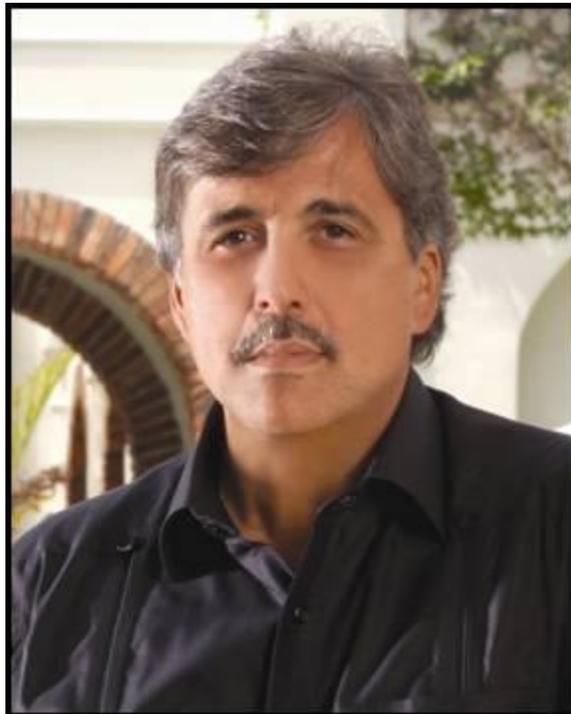




**For Immediate Release**

**SPANISH BROADCASTING SYSTEM'S  
PRESIDENT & CEO RAÚL ALARCÓN  
NAMED ONE OF THE "TOP 100 MOST  
INFLUENTIAL HISPANICS"  
BY PODER MAGAZINE**



**Miami, FL. (December 16<sup>th</sup>, 2011)---** Spanish Broadcasting System Inc., (SBS) (Nasdaq: **SBSA**) President and CEO Mr. Raúl Alarcón has been recognized by PODER Magazine as a Business Leader in the publication's annual "Top 100 Most Influential Hispanics" list. The list includes the most notable figures from the political, business, science, education and entertainment sectors.

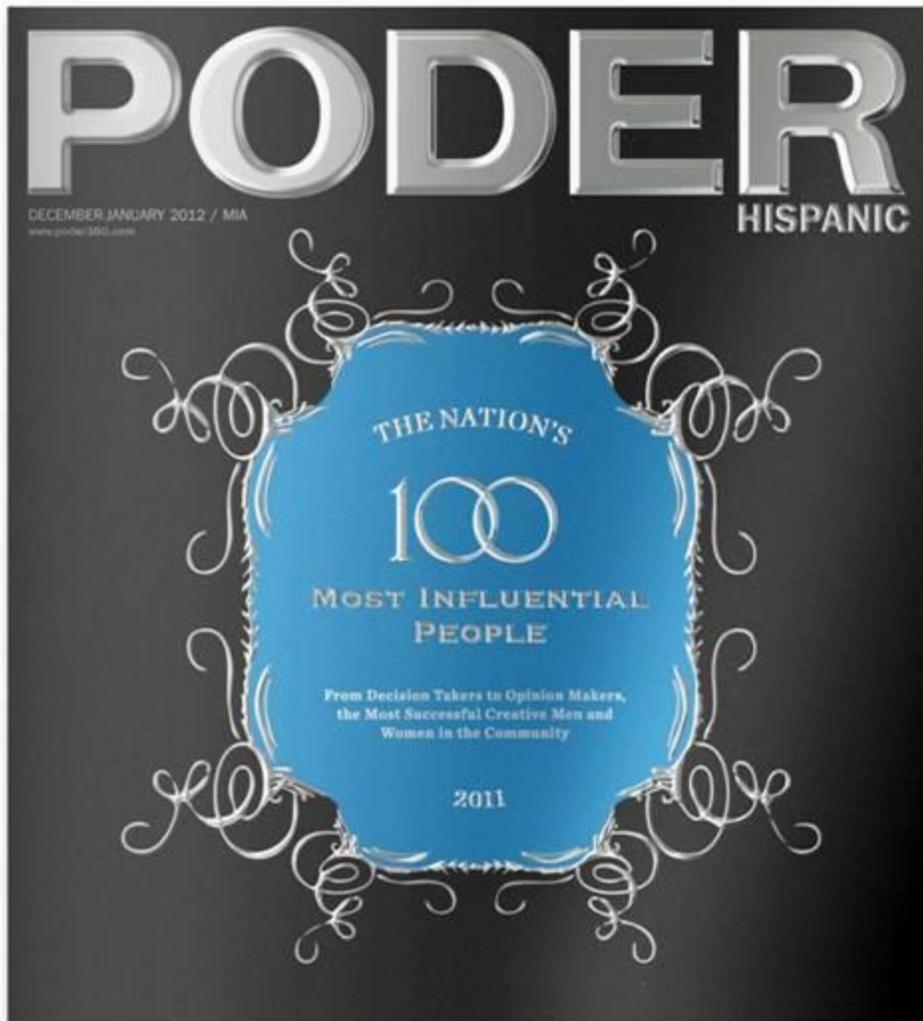
The **December/January 2011 issue** of **PODER** declares that *“**Mr. Alarcón** has become a key player for Latinos in the business arena.”* Among the accomplishments mentioned in the report are **Mr. Alarcón’s** contributions to the Hispanic market in the United States. The charismatic President, CEO, and Chairman of Spanish Broadcasting System, Inc., which owns and operates 21 Spanish-Language radio stations in the top Latin markets in the United States, has continued to expand the company’s reach with the growth of **SBS Entertainment** and **MegaTV**. The publication highlights **Mr. Alarcón’s** strategic vision of integrating radio, television, entertainment and online properties to seek out growth opportunities with a clear eye on capturing the U.S. Hispanic consumer.

The **PODER Top 100 Influential Hispanics** represent examples of the tremendous world-class talent that has emerged from the Hispanic community to serve in top leadership roles across all parts of America. Those in this year’s list come from almost every sector of society, including business, government and politics, media, sports, entertainment, and non-profits. They reflect the breadth and depth of U.S. Hispanic diversity.

*“To be recognized by **PODER Magazine** is an honor which I would like to share with the millions of Hispanic entrepreneurs in America who are transforming our economy,”* says **Mr. Alarcón**. *“I am grateful and proud to represent the interests of the growing Hispanic business community around the nation.”*

To view the full feature article, click on the following link for **PODER Magazine’s** digital edition:

<http://www.nxtbook.com/nxtbooks/et/poder1211/#/0>



**RAUL ALARCÓN JR.**

President/CEO/Chairman,  
SBS



*Entrepreneur*

**Hands on media mogul:** Few heads of media conglomerates are as actively involved in the day-to-day of their operations as is Alarcón, the charismatic Spanish Broadcasting System (SBS) chairman. Originally a radio network founded by Alarcón's father, today the company is the largest publicly traded Hispanic-controlled media and entertainment company in the country, comprising a radio network, television network (Mega TV), a music and entertainment website and, most recently, a burgeoning live entertainment arm that has doubled its business over the last 12 months. This year, the company acquired its third Mega TV station, KTBU-TV in Houston, in a bid to augment its radio footprint.

**Upping the ante:** Through Mega, SBS is also upping its original content production, which it cross-promotes via radio and online using lamusica.com, which links to individual websites and live streaming for all 20 SBS radio stations. These include WSKQ-FM in New York, the top-rated Spanish language station in the country. "Our strategic vision of integrating our radio, TV, entertainment and online properties is in full swing as we continue to seek out unique growth opportunities with a clear eye on capturing the U.S. Hispanic consumer," says Alarcón.

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[www.mega.tv](http://www.mega.tv)

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

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