



FOR IMMEDIATE RELEASE

ANDREW POLSKY APPOINTED AS VICE PRESIDENT OF DIGITAL SALES FOR SPANISH BROADCASTING SYSTEM



ANDREW POLSKY
PHOTO CREDIT: SBS/AP

Miami, FL. (December 29th, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) is pleased to announce the appointment of Andrew Polsky as Vice President, Digital Sales of SBS Interactive. In this role, Andrew will be responsible for driving the overall growth of SBS's Digital Media business including www.lamusica.com, www.mega.tv and the twenty one SBS radio station websites. He will ensure that SBS's Digital Media programs are truly integrated into the network's growing "Original Content Strategy." **Polsky** will be based out of Miami, Florida and will report to **Donny Hudson, VP of Consolidated Sales for SBS.**

Prior to joining the **SBS** family, **Polsky** served as Digital Sales Manager for CBS Corporation where he was responsible for digital sales on television, radio and interactive division sites for five years. Before his move to CBS Corporation, Polsky was an Interactive Account Executive at The Miami Herald. He also worked at CNET Networks (CBS Interactive) as an Account Manager, managing digital sales for various accounts.

Andrew has a dynamic sales management strategy with a record of achievement and demonstrated success driving multi-media sales growth while providing sales leadership in highly competitive markets.

*"Andrew is a great addition to our strong Digital Media team," commented **Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations, Executive Vice President and General Manager of MegaTV**. "His extensive experience and knowledge of the U.S. Hispanic market will help generate additional growth for SBS's online community and deliver the best applications, services and programs for our valued audience."*

*"It is truly a privilege to join the SBS family. This new and exciting challenge allows me to combine my experience with an unparalleled portfolio of cross media assets," said **Andrew**. "I am incredibly enthusiastic about what lies ahead."*

Andrew has been recognized by and received awards from many organizations for his leadership. **Polsky** holds a Bachelor of Science Degree in Communications from Florida International University.

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www.spanishbroadcasting.com
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 Hurban 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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