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SPANISH BROADCASTING SYSTEM, NAMES ALEX ALEMAN SENIOR VICE PRESIDENT OF CONSOLIDATED OPERATIONS



MR. ALEX ALEMAN
PHOTO CREDIT: SBS

Miami, FL. (June 5th, 2012) – Spanish Broadcasting System Inc., (SBS) (NASDAQ: SBSA) announced the appointment of Alex Aleman to Senior Vice President of Consolidated Operations effective immediately. Mr. Aleman will be responsible for the implementation and maintenance of the Company's budgets, with particular emphasis on maximizing efficiencies and streamlining operations to achieve their maximum potential in the different divisions, radio, television, interactive and entertainment. Mr. Aleman will report to Albert Rodriguez Chief Operating Officer of SBS.

Mr. Raúl Alarcón, Chairman/President/CEO of the Spanish Broadcasting System, Inc., stated, “**Alex** is an exceptional individual with the leadership skills, vision and seasoned business acumen necessary to succeed in his new role at **SBS**. He has consistently demonstrated his passion and enthusiasm for our Company and its commitment to the Hispanic community, and I look forward to the contributions he will make to **SBS**’ continued growth and competitive positioning.”

“**Alex**’s ample experience in broadcast media coupled with his invaluable knowledge of our burgeoning Hispanic community makes him a critical asset to the **SBS** team,” said **Albert Rodriguez, Chief Operating Officer of SBS**. “It is paramount that we continue to further our stations’ reach and growth, along with the growth of Hispanics, and with **Alex** on board, we will remain on the track to success.”

“I am honored to have this exciting opportunity to expand my role within the Company,” said **Aleman**. “Working as part of the team that built **SBS** into the foremost important Company for Spanish speakers in the United States has been incredibly rewarding and I welcome the opportunity to lead **SBS**’ consolidated operations to new levels of success and accomplishments.”

Prior to his appointment as Senior Vice President of Consolidated Operations, **Mr. Aleman**, age 41, was Vice President of Operations of the television segment since January 2008, and Director of Operations of the television segment since September 2004. **Mr. Aleman** also worked for major corporations where he assumed leadership roles, including Discovery Communications, Manhattan Transfer Miami, and Colony Communications.

For more information please visit: www.spanishbroadcasting.com

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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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