



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

## SBS LOS ANGELES PROMOTES ZEV LEVY TO DIRECTOR OF SALES



ZEV LEVY  
PHOTO CREDIT: SBS

**Miami, FL. (January 6<sup>th</sup>, 2012)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) announced today the promotion of Zev Levy to Director of Sales of SBS Los Angeles.** In this new role, Zev will oversee all aspects of the **KLAX 97.9FM "La Raza"** and **KXOL 96.3FM "Latino"** consolidated sales effort including **SBS Interactive** and **SBS Entertainment** for the Los Angeles cluster. This will include being responsible for the Sales Department's planning, organizational and marketing strategies while coordinating and overseeing local and national sales representatives.

*"We are thrilled to have Zev Levy as part of SBS' management team,"* said **Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations,**

**Executive Vice President and General Manager of MegaTV.** *"His experience and reputation in the industry is a valuable asset to the stations. Zev's commitment to SBS' Los Angeles market highlights the growing importance of the Hispanic community that we serve. We are confident that he will be a valuable contributor to the future success of SBS LA for years to come."*

*"Zev has been with SBS for over three years with a proven record of success and we are excited to have him lead in this new capacity,"* stated **Eric Osuna, VP of Sales of SBS Los Angeles.**

*"I'm confident that we have a truly outstanding management team helping to oversee the continued growth of our properties, and I am humbled to play such an important role in fulfilling each station's full potential for the benefit of our listeners, advertisers and community. With SBS' vision, enthusiasm and products, I am extremely excited to build on the station's strengths and the ability to continue working with one of the best teams in the market,"* said **Mr. Levy.**

**Levy** was previously General Sales Manager for **KLAX 97.9FM "La Raza"** and **KXOL 96.3FM "Latino."** Prior to joining **SBS Los Angeles**, he was the Associate Director of Client Development and Partnership Marketing for ImpreMedia in Los Angeles, California. Mr. Levy served six years as one of the top sales and marketing consultants for Univision's KLVE station. In his former position, Levy was responsible for maximizing growth and revenue share from many key corporate accounts, while aggressively pursuing new business partnerships. Prior to his move into radio, Levy spent four years as a National Account Executive at ImpreMedia's Los Angeles property, *La Opinion* newspaper, where he generated the highest revenue for the company from 1998 through 2000.

**Zev Levy** is a graduate of California State University, Dominguez Hills with a BA degree in Psychology, and a minor in Business.

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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 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](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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