



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

**SPANISH BROADCASTING SYSTEM, INC.  
VP OF SBS MIAMI RADIO/TV-CONSOLIDATED SALES,  
FELIX LOPEZ HONORED AS "SALES EXECUTIVE OF THE YEAR"**



DOUG MAYORGA & FELIX LOPEZ  
PHOTO CREDIT: SBS/MCC

**---Felix Lopez Wins 'Sales Executive of the Year Award' by the Minority Chamber of Commerce---**

Miami, FL. (December 12<sup>th</sup>, 2011)--- Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA), VP of SBS Miami Radio/TV-Consolidated Sales, **Felix Lopez**, has been named the "**Sales Executive of the Year**" by the Minority Chamber of Commerce. **Lopez's** achievements were recognized alongside those of other outstanding business leaders at the Minority Chamber of Commerce's **11th Annual Minority Gala Award 2011 Ceremony**. The gala took place on Thursday, December 1, 2011 at the Howard Johnson Hotel in Hialeah Gardens, Florida.

Nearly 200 distinguished guests of the business community, along with local elected officials and other special guests were in attendance for the event. The Sales Executive of the Year Award is presented to a Florida Executive who is recognized for making outstanding contributions to his company and the community.

*“We are recognizing Felix because he represents the very best qualities of integrity, innovation and leadership that we look for in honoring top class Hispanic business executives,” said **Doug Mayorga, International Director of the Minority Chamber of Commerce**. “His vision and devotion to collaborating with Latino media and community leaders has contributed to SBS’ success in establishing themselves as one of the nation’s best resources for the Hispanic community.”*

*“I’m honored that my peers in business are rewarding me today for doing what I love to do,” said **Lopez**. “I want to thank God, my family, my colleagues, and employees for standing by me and helping me achieve this honor today.”*

**Mr. Lopez** oversees all advertising sales and operations for **MegaTV, Romance 106.7FM, Clasica 92.3FM, El Zol 95.7FM**, and **Cima 106.3FM**. He’s also responsible for growing and overseeing the revenue in all of the company’s divisions for the Miami market.

Felix has been with **SBS** since 1993. Prior to being named Vice President of SBS Miami Radio/TV-Consolidated Sales, he was a 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**.

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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).

### **About Minority Chamber of Commerce**

The Minority Chamber of Commerce (MCC) is an independent, non-profit, business educational, membership-driven worldwide organization. The purpose of the MCC is to promote commercial, economic, business educational and humanitarian relations globally, and facilitate trade and investment worldwide. The Minority Chamber of Commerce is a growing innovative group with over 4000+ businesses which represents over 4000+ local jobs. The Minority Chamber of Commerce is always looking to facilitate growth and find new members in joining their business network of more than 25,000 companies around the world in all types of industries.

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