

SPANISH BROADCASTING SYSTEM NAMES MARKO RADLOVIC CHIEF OPERATING OFFICER

Thursday – May 5, 2005

Marko Radlovic Promoted to COO of Spanish Broadcasting System



(Coconut Grove, Florida) Spanish Broadcasting System (NASDAQ: SBSA) today announced the promotion of Marko Radlovic to Executive Vice President and Chief Operating Officer (COO). In his capacity as COO, Mr. Radlovic will be responsible for all operational divisions of the Company, including Sales, Programming, Administration, Promotions and Marketing.

“As Chief Revenue Officer, Marko has proven himself to be a dynamic executive and competitor who is willing to put the Company’s interests above his own and who has delivered, again and again, in a rapidly evolving competitive environment,” said Raúl Alarcón, President/CEO of SBS. “SBS has achieved great momentum in the past 22 years which has led to numerous accomplishments of which we are all justifiably proud. It is now time to prepare for the future and Marko is just the man to help us do exactly that.”

Under Mr. Radlovic’s leadership, revenues at the Company increased 16% in 2004, outperforming its peers and the overall radio sector. Prior to his appointment as Chief Revenue Officer, Mr. Radlovic was General Manager of the Company’s Los Angeles radio facilities which also generated market leading double-digit revenue growth during his two-year tenure.

“I am appreciative of the opportunity Raúl Alarcón and SBS have given me to head our operations and I am committed to increasing the revenue profile of Hispanic market leader SBS,” commented Mr. Radlovic.

Mr. Radlovic will have operational responsibility over the Company’s twenty radio stations in its six major U.S. markets.

About Spanish Broadcasting System

Spanish Broadcasting System, Inc. is the largest Hispanic-controlled radio broadcasting company in the United States. After giving effect to a pending divestiture, the Company will own and operate 20 radio stations in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, including the #1 Spanish-language radio station in America, WSKQ-FM in New York City. The Company also operates LaMusica.com, a bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture. The Company’s corporate site can be accessed at www.spanishbroadcasting.com.

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