



FOR IMMEDIATE RELEASE

SPANISH BROADCASTING #1 AGAIN IN NEW YORK AND LOS ANGELES

COCONUT GROVE, FLORIDA, October 19, 2004--Spanish Broadcasting System, Inc. (NASDAQ: SBSA) announced today that radio stations WSKQ-FM (New York) and KLAX-FM (Los Angeles) have once again scored #1 Spanish language ratings in their respective markets, according to Arbitron Radio Ratings for the Summer 2004 ratings period (July 1, 2004 through September 22, 2004), released today.

In New York, WSKQ's 4.9 share (12+) ranks #1 in Spanish-language listeners, #2 in the total market. WSKQ is also the #1 Spanish station in the 18-34 age group (7.8 share) as well as the 25-54 age group (5.8 share).

WSKQ's "El Vacilon de la Manana" morning show with Luis Jimenez and Company is again the most listened-to Spanish-language radio program in the country, with a weekly cumulative audience of 860,000 listeners. El Vacilon ranks #2 in the total New York market with 6.7 percent of total radio listening, 11.3 percent of 18-34 year-old listeners, and 8.2 percent of 25-54 year old listeners.

WPAT-FM increased its overall share of New York listeners 12 and older to 3.3, continuing its ranking as the #2 Spanish-language FM station. WPAT-FM increased its adult 25-54 share from 3.3 to 3.6, placing it #2 to WSKQ.

In Los Angeles, KLAX was rated the #1 Spanish language station for the second consecutive Arbitron survey period with 4.4 percent of total listeners 12+, with 585,500 weekly cumulative listeners. KLAX's 5.8 share of adults 25-54 is #1 in the total market as well as Spanish-language. KLAX also ranked #1 Spanish-language in the 18-34 age group.

KLAX morning personality Renan Almendares Coello, "El Cucuy de la Manana" scored another huge victory, ranking #1 in all age groups: 12+ (6.7 share), 25-54 (8.6), 35-64 (6.8) and moving up to #1 in 18-34 (9.2).

About Spanish Broadcasting System

Spanish Broadcasting System is the largest Hispanic-controlled radio broadcasting company in the United States. After giving effect to proposed pending divestitures and acquisitions, the Company will own and/or operate 20 stations in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, including the top three Spanish-language radio stations in America among its heritage brands. 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

Contact:

Bill Tanner
(310) 229-3218