



**FOR IMMEDIATE RELEASE**

## **Top-Ranked SBS Stations Dominate Major Market Hispanic Audiences** *SBS Leads in Multiple Music Genres*

**Coconut Grove, Florida – May 22, 2006 – Spanish Broadcasting System, Inc.** (NASDAQ: **SBSA**) (“The Company” or “SBS”) announced today the ratings results for its Spanish-language radio outlets in the nation’s largest media markets, as reported in the Winter 2006 Ratings Report issued by the Arbitron Ratings Company.<sup>1</sup>

SBS continued to sustain its leadership position as the nation’s premier Hispanic radio broadcaster with the #1 and #2 most listened to radio stations in the country, the top-rated morning show on Hispanic radio, and #1 rankings among 18-34 year-old listeners in four of the largest Hispanic population centers.

### **NEW YORK CITY**

In the nation’s largest market, SBS flagship station **WSKQ-FM** (“La Mega 97.9”) continues its reign atop all Spanish-language radio, attracting more listeners than any other Spanish radio station in the U.S. with its mix of salsa, reggaeton & merengue. **WSKQ-FM** also features the undisputed #1 morning show in New York City, “*El Vacilon De La Mañana*”, hosted by Luis Jimenez and Moonshadow, delivering #1 rankings in the 12+, 18-34 and 25-54 year-old demos.

Sister station **WPAT-FM** (“93.1 Amor”) is now the most listened to Spanish Adult Contemporary radio station in America with a weekly cume of over 1.2 million people.

### **LOS ANGELES**

In Los Angeles, the nation’s largest Hispanic market, **KLAX-FM** (“97.9 La Raza”) ranks as the top Mexican Regional radio station in the nation. Long-time morning personality Renan Almendarez Coello, “*El Cucuy De La Mañana*,” increased his lion’s share of a.m. drive listeners, surging 25 % in share in 12+, 62 % in 18-34 and 23% in the 25-54 year-old demographic.

**KXOL-FM** (“Latino 96.3 FM”) is again one of the most listened to “*Hurban*” (Hispanic Urban) stations in the world, with total listenership up an impressive 40% from a year-ago. **KXOL** also continues to rank among the top 10 L.A. radio stations in 18-34, and #2 among all stations in the 12-24 year-old demo.

### **PUERTO RICO**

SBS holds the top spot among radio listeners for the first time since entering the island market. **WOND-FM** (“Reggaeton 94”) beat a long time heritage competitor in the 12+ demographic, a feat no other broadcaster has been able to accomplish in at least a decade. “Reggaeton 94” is also Puerto Rico’s #1 rated station in the 18-34 year-old demographic.

---

<sup>1</sup> Arbitron Winter 2006 Report – 12+ Cume Audience totals and denoted Average Quarter Hour share results.

Ratings growth did not stop there as **WZNT-FM** (“Zeta 93”) holds the #3 spot among all stations in Puerto Rico, fueled by the “*Vacilón de la Mañana*” simulcast from New York City, which has a strong hold on the #2 spot in the 12+ and 25-54 year-old demos.

### **MIAMI**

In Miami, **WCMQ-FM** (“Classica 92”) continues to rank as the #3 radio station in the market regardless of language or format. **WCMQ**’s morning show, “*Zona Cero*”, hosted by Javier Ceriani and Omar Moynelo, continues to post growth, and ranks among the top 5 radio morning programs in the market.

### **CHICAGO**

In Chicago, **WLEY-FM** (“La Ley 107.9”) also continues to show ratings growth in all demos and is ranked #3 among all stations in Chicago among 18-34 year old listeners, regardless of language or format.

### **SAN FRANCISCO / SAN JOSE**

In the San Francisco / San Jose Bay Area, **KRZZ-FM** (“La Raza 93.3”), the Company’s most recent addition to its radio portfolio, finished the period as the second highest ranked radio station among all 18-34 year-old listeners in the market with a decisive 24% lead over its closest Spanish-language competitor.

## **SBS NATIONAL HISPANIC RANKINGS**

- § The #1 and #2 most-listened-to Hispanic stations in America
- § The #1 Mexican Regional station in America
- § The #1 Tropical station in America
- § The #1 Spanish AC station in America
- § The highest-rated station in Puerto Rico
- § The #1 morning show in New York City in any language
- § The top-rated Spanish-language radio stations among 18-34 year-old listeners in 4 top Hispanic markets

### **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 operates 20 radio stations located 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, as well as 3 of the Top 4 rated radio stations airing the Tropical, Regional Mexican, Spanish Adult Contemporary and Urban format genres and the highest billing Latino-formatted stations in each of the three largest U.S. Hispanic markets. The Company also owns and operates Mega TV, a television operation serving the South Florida market, and produces live concerts and events throughout the U.S. and Puerto Rico. In addition, the Company 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](http://www.spanishbroadcasting.com).

Contact: **Pio Ferro**  
SBS VP of Programming  
(310) 229-3248  
[pferro@sbslosangeles.com](mailto:pferro@sbslosangeles.com)