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MEGATV PROMOTES MARILYN NAVARRO TO LOCAL SALES MANAGER



MARILYN NAVARRO
PHOTO CREDIT: SBS/MICHAEL CARNASE

Miami, FL. (December 29th, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) announced today the promotion of industry veteran Marilyn Navarro to Local Sales Manager for MegaTV, SBS's Television property. In her new role, Mrs. Navarro will be responsible for local "spot" sales for MegaTV in Miami, while coordinating and overseeing local sales representatives.

"Marilyn has extensive television industry sales experience and is a proven leader," said Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations, Executive Vice President and General Manager of MegaTV. "We are confident that she will be a valuable contributor to the future success of Mega TV for years to come."

"I'm excited about this opportunity and very confident that I can lead the MegaTV Network to a dominant position in the local television market," said Mrs. Navarro.

Navarro was previously Regional Sales Manager for **MegaTV**. Prior to joining **MegaTV**, from 1987-2005, she was an account executive for WFOR CBS 4 in Miami, Florida. She also held account executive roles at TCI Media Services and National Cinema Network.

Navarro graduated from Miami Dade College. Among her passions, is her affinity with fitness and 5K marathon races in which she has participated in many occasions.

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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 Urban 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, 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.

Media & Press Contact:

Vladimir Gomez, Spanish Broadcasting System, Inc., Director, Marketing and Communications (305) 644-4817, vgomez@mega.tv