



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

**SPANISH BROADCASTING SYSTEM NAMES
ALFREDO SCHWARZ VICE PRESIDENT OF
OPERATIONS AND PRODUCTION
FOR MEGATV**



MR. ALFREDO SCHWARZ
PHOTO CREDIT: SBS

---Schwarz, a leader in the Hispanic Media industry for over 35 years, will assume responsibilities for MegaTV effectively immediately---

Miami, FL. (June 7th, 2012)---Spanish Broadcasting System Inc., (SBS) (NASDAQ: SBSA) announced the appointment of Alfredo Schwarz to Vice President of Operations and Production of MegaTV effective immediately. Mr. Schwarz will have overall oversight and responsibility of the operation and production of the television division. Schwarz will report to Alex Aleman, Senior Vice President of Consolidated Operations of SBS.

During his 35 years in television production and management, **Schwarz** has experience in launching new networks and has a proven track record of delivering high profile and multi-platform programming with extensive production requirements.

*"I am pleased to welcome **Alfredo** to the **MegaTV** family," said **Alex Aleman, Senior Vice President of Consolidated Operations of SBS**. "For 35 years, **Alfredo** has worked in the industry in many capacities, including production. His in depth experience, combined with his personal knowledge about the Hispanic audience, makes him the perfect choice to help us increase our success at **MegaTV** as we look to grow and hone in our audiences' passion points."*

*"**Alfredo's** broad knowledge and extensive experience in programming and production make him a tremendous addition to our team," said **Albert Rodriguez, Chief Operating Officer of SBS**. "His expertise as the executive-in-charge of many successful programs and understanding of our audience will be a strong asset as we build on the success of our programming."*

With more than three decades of experience in television production, **Schwarz** most recently served as General Director of Drama Production at the Univision Network prior to joining **MegaTV**. In this role, he developed and implemented new soap operas and business plans across all vertical assets of the company, including television network Univision.

Previously, he held the title of President for Fono Video Productions, a position he held from 1996-2007. In this role, **Schwarz** produced 54 chapters of a comedy show named "Ja, Ja, Ja" which was broadcasted on Telemundo's Network primetime. During this time he developed and oversaw major "telenovela" productions as Executive Producer, including "Aquamarine," "Maria Celina," "The Women of my Life," "Enamorada," "La Revancha," "Secreto de Amor," "Gata Salvaje," "Rebecca" and "Angel Rebelde." In 2004, **Mr. Schwarz** associated with Televisa, and produced the international acclaimed soapoperas "Inocente de Ti," "Love is Priceless," "The Two Sides of Ana" and "Under the Reins of Love." Fono Video provided production services for major television networks such as Telemundo, Venevision International and RCN for over 35 years.

From 1977 and 1996, **Schwarz** produced - Live in his native Venezuela - countless sporting, cultural, and musical events. During two decades he developed and produced more than fifty television programs in which he's credited for including "Mansion de Luxe," "Cristal," "Topacio," "Cronica Policial," "Kaina," "Pecado de Amor" and "Bienvenidos" among others.

Schwarz holds a Bachelor of Arts in Broadcast Journalism from the Industrial Technical School Salesians in Caracas, Venezuela.

For more information please visit: www.spanishbroadcasting.com

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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.

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