



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

**JACKIE NOSTI-CAMBÓ NAMED
VICE PRESIDENT OF BUSINESS ANALYTICS
FOR ALL OF SPANISH BROADCASTING SYSTEM, INC. (SBS)**



JACKIE NOSTI-CAMBÓ
PHOTO CREDIT: SBS-MICHAEL CARNASE

Miami, FL. (November 29th, 2011)---Spanish Broadcasting System Inc., (SBS) (Nasdaq: SBSA) is pleased to announce the appointment of **Jackie Nosti-Cambó** to **Vice President of Business Analytics** for SBS. **Mrs. Nosti-Cambó** will focus on the business practices of SBS in all of its markets. She will also develop new insights and understanding to improve business performance in order to grow revenue in all of the company's markets.

Jackie Nosti-Cambó has been with **SBS** since 1992. Prior to her appointment, she was VP/General Manager for **WXDJ- El Zol 95.7FM**, **WRMA-Romance 106.7FM**, **WCMQ-Clasica 92.3FM** and **WRAZ-Cima 106.3FM** in Miami. During her tenure as **VP/General Manager** for **WXDJ-El Zol 95.7FM**, the station was ranked #1 in billing with the highest annual revenue ever achieved by any South Florida radio station. All of **SBS's Miami** Spanish radio stations were rated among the top ranked FM stations in South Florida.

*"With extensive practice in the media and financial businesses, and significant prior experience with SBS, Jackie brings a wealth of industry knowledge and operating experience to this position," said **Albert Rodriguez, Chief Revenue Officer of SBS's Consolidated Operations, Executive Vice President and General Manager of MegaTV.** "I am confident that her talent, creativity and leadership skills will help her further our success by promoting growth and profitability for all of our consolidated operations."*

With over 21 years of experience in the radio broadcasting industry, **Mrs. Nosti-Cambó** started her career at what was once the Miami classical radio station WTMI 91.3FM as an Account Executive, and later transferred to Hispanic radio at Viva America Media Group. In 1992 she joined WXDJ El Zol 95.7FM as a National Sales Manager. During her years at SBS, **Mrs. Nosti-Cambó** also oversaw the administration of all 11 radio stations in SBS Puerto Rico for four years.

Mrs.Nosti-Cambó has been on the advisory board of Florida International University (FIU) Center for Diversity in Engineering and Computing (CDEC) Gear Up Homestead program and has partnered with many non-profit organizations in the community, such as the March of Dimes and AdFed. In addition, she advocates for better and more responsible animal welfare.

*"It is an honor to continue being part of the SBS family in this new capacity," said **Jackie Nosti-Cambó.** "SBS is poised for incredible growth and I look forward to helping the company achieve its potential."*

Jackie is an avid outdoors woman, but her true passion is her love for animals.

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www.mega.tv
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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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