



SPANISH BROADCASTING ANNOUNCES RATINGS RESULTS FOR SPRING '07

**Maintains National Leadership Rankings in Primary Spanish-language Formats Including
#1 Spanish Radio Station in America**

Coconut Grove, Florida – August 8, 2007 – 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 Spring 2007 Ratings Report issued by the Arbitron Ratings Company.

The Company continued to sustain its leadership position as the nation’s premier Hispanic radio broadcaster with 4 out of the top 7 ranked Spanish-language stations in the nation. SBS operates the #1 Spanish station in America as well as the top-rated Tropical, Spanish AC and Urban formatted stations in the United States. Additionally, every single SBS station ranks in the top 10 among 18-34 listeners in New York, Los Angeles and San Francisco.

In **New York City**, SBS flagship station **WSKQ-FM** (“*Mega 97.9*”) continues to attract more listeners than any other Spanish radio station in the country. **WSKQ-FM** features “El Vacilón De La Mañana”, which increased share in every demographic as compared to the Winter Arbitron report and is the #1 rated morning drive show in New York, 25-54.

WPAT-FM (“*93.1 Amor*”) Is the most listened to “Romantica” or Spanish AC in America, attracting over 1.1 million listeners.

In **Los Angeles**, the nation’s largest Hispanic market, **KLAX-FM** (“*97.9 La Raza*”) continues to be one of America’s most-listened-to Mexican Regional formatted radio stations. With long-time morning personality Renan Almendarez Coello, “*El Cucuy De La Mañana*,” leading the way, **KLAX –FM** is now the #2 ranked station in the entire market, 25-54.

KXOL-FM (“*Latino 96.3 FM*”) now ranks as the #1 most listened to radio station among younger Hispanics (12-24) in L.A. with its mix of Reggaeton, Latino hip hop and R&B, and is the most listened to Urban station in America

In the Miami / Ft. Lauderdale market, **WCMQ-FM** (“*Classica 92*”) continues to hold the #2 position among all listeners 12+.

At **WXDJ-FM** (“*El Zol 95*”) the newly acquired comedic duo “*Los Fonomemecos*” have demonstrated a marked increase in listenership and are now the #2 Spanish-language PM drive show among persons 18-49.

In **Puerto Rico**, **WODA-FM / WNOD-FM** (“*Reggaeton 94*”) placed #1 overall (18-34) in the market. **WZET-FM / WZMT-FM / WZNT-FM** (“*Zeta 93*”) jumped to # 2 in the market (25-54). **WMEG-FM / WEGM-FM** (“*Mega 106.9*”) increased from a 6.2 to a 7.5 and is # 4 in the target 12-24 demo. The island’s biggest gainer was **WIOA-FM / WIOB-FM / WIOC-FM** (“*Estereotempo*”) which grew from a 3.5 to a 5.2 share among listeners 25-54.

In the **San Francisco / San Jose Bay Area**, **KRZZ-FM** (“*93.3 La Raza*”) registered strong ratings performance in the 18-34 demographic where it is #4 in the entire market, regardless of language or format.

SBS OVERALL HISPANIC RANKINGS

- SBS owns and operates **4** of the top **7** most listened to Hispanic radio stations in the Country.
- The **#1 Spanish** Station in America.
- The **#1 Tropical** Station
- The **#1 Spanish AC** Station
- The **#1 Hurban** Station
- The **#2 Mexican Regional** Station

(Source: Arbitron Spring 2007 Metro Cume Audience totals and denoted Average Quarter Hour share results.)

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 4 of the Top 7 rated radio stations airing the Tropical, Regional Mexican, Spanish Adult Contemporary and Hurban format genres. 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.

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