

KXOL-FM IN LOS ANGELES DEBUTS NEW MUSIC MIX The New Latino 96.3 Targets Young Hispanic Audience



May 26, 2005 - (Los Angeles, California) **Spanish Broadcasting System, Inc. (NASDAQ:SBSA)** today announced the re-branding of **KXOL-FM** in Los Angeles as the new "**Latino 96.3.**"

Latino 96.3 is designed to be "the" station for young Hispanic Angelenos between the ages of 18 and 34. The quantifying/qualifying moniker "Latino" serves the dual purpose of proudly proclaiming the cultural identity of the station's huge base of loyal listeners as well as that of the station's ownership

and management. It is an intended rallying cry for unity from a community that is today a dominant force not only in Southern California but also throughout the United States.

Latino 96.3 will highlight Reggaeton, an upbeat music genre with roots originating almost 20 years ago in Panama and Puerto Rico that's fast becoming the hottest new musical trend among Spanish-speaking audiences throughout the world. The music mix also includes hip-hop elements appealing to young Hispanics in Los Angeles.

On-air featured Reggaeton artists include Daddy Yankee, Ivy Queen, Don Omar, and Tego Calderon as well as Spanish hip-hop artists such as Pitbull and local Los Angeles groups Ozomatli, Crooked Stilo and Akwid.

As part of its on-air kickoff campaign, the new **Latino 96.3** will guarantee sixty minutes of continuous music, all summer long. SBS will also immediately commence a nationwide talent search for its new live 24/7 on-air staff.

"It's exciting to target the Hispanic youth of Los Angeles, which also happens to be a majority of this market's radio listeners", commented David Haymore, Vice-President/General Manager of **Latino 96.3**. "It's about time the country's number one radio market has a station that features this unique mix of music for these listeners," added Mr. Haymore.

Latino 96.3 will also benefit from SBS' radio presence in Puerto Rico, which includes an intimate relationship with core Reggaeton and Latin Hip Hop artists through its recently launched "**Reggaeton 94**" FM network on the island. SBS radio stations **WSKQ-FM** in New York and **WXDJ-FM** in Miami also feature a regular staple of Reggaeton acts.

The new **Latino 96.3** represents the latest programming innovation from SBS - the nation's largest Hispanic-owned media entity - and the most recent embodiment of its core commitment to serving the growing U.S. Hispanic market. It joins SBS flagship sister station **KLAX-FM**, "97.9 La Raza," one of the highest rated FM outlets in Southern California.

About Spanish Broadcasting System

Spanish Broadcasting System, Inc. is the largest Hispanic-controlled radio broadcasting company in the United States. After giving effect to a pending divestiture, the Company will own and operate 20 radio stations 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. The Company also operates LaMusica.com, bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture. The Company's corporate site can be accessed at www.spanishbroadcasting.com.

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