



For Immediate Release
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PEPE BARRETO SWITCHES STATIONS TO EL SOL 96.3

Pepe Barreto, a fixture on Los Angeles Spanish-language morning radio for over seventeen years, is switching stations from KLVE (107.5) to KXOL-FM (El Sol 96.3). He will anchor El Sol's afternoon-drive time slot, from 3 to 7 PM, beginning Thursday afternoon, January 8, 2004.

"In 1995, the team of Pepe Barreto and Martha Shalhoub (now heard on KXOL-FM from 10 AM to 3 PM), led KLVE to the top of the Los Angeles radio ratings. Now that Pepe has joined El Sol, we believe we will re-create that radio magic", said David Haymore, Vice-President/General Manager of KXOL-FM and its sister stations KLAX and KZAB-KZBA.

Barreto hasn't been on KLVE since last summer, sitting out the remainder of his KLVE contract, which expired December 31, 2003. "I have really missed being on the air, so I'm looking forward to being on El Sol 96.3", Barreto said. "I love the music El Sol 96.3 plays, and it will be great to be back working with Martha and all the people with whom I originally worked at KLVE. Most of all, I'm looking forward to re-uniting with my listeners."

About Spanish Broadcasting System, Inc.

Spanish Broadcasting System, Inc. is the largest Hispanic-controlled radio broadcasting company in the United States. SBS currently owns and/or operates 27 stations (including WSKQ-FM, America's number one Spanish-language radio station) in seven of the top ten U.S. Hispanic markets, including New York, Los Angeles, Miami, Chicago, San Francisco, San Antonio, and Puerto Rico. The Company also operates LaMusica.com, a bilingual Spanish-English Internet website providing content related to Latin music, entertainment, news and culture. The Company's corporate website is located at www.spanishbroadcasting.com.