



For Immediate Release

Spanish Broadcasting Announces Extended Hours For #1 New York Radio Morning Show

NEW YORK, January 26, 2004 – Spanish Broadcasting System, Inc. (NASDAQ: SBSA) is proud to announce that its popular New York morning comedy show, “El Vacilón De La Mañana”, hosted by morning show leader Luis Jimenez, has extended its hours to 11am. The one-hour extension of the morning show is appropriately named “Vacilón on Overtime” and will feature comedy, entertainment and a taste of Salsa and Merengue music.

Luis Jimenez and sidekick Moonshadow are regarded as the most entertaining personalities in Spanish-language radio. Commenting on the one hour extension of his show, Luis said, “We are giving the audience more of exactly what they want – more fun every day.”

According to the latest Arbitron Fall book, “El Vacilón de la Mañana” is New York’s #1 radio morning show in all demographic age groups, regardless of format or language, surpassing the ratings of veteran radio personality Howard Stern. “El Vacilón De La Mañana” airs from 6am to 11am Monday through Friday on Spanish Broadcasting’s WSKQ-FM (“La Mega 97.9”) in New York City, America’s most-listened-to Spanish language radio station.

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.

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