



For Immediate Release
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SBS HIRES TOP RADIO PROGRAMMER IN LOS ANGELES

(Los Angeles, January 16, 2004)--Spanish Broadcasting System, Inc. (NADAQ: SBSA) today announced that it has signed Maria Elena Nava, Univision Radio's top programmer, to become Operations Manager of the SBS/Los Angeles cluster KLAX-FM, KXOL-FM and KZAB-FM/KZBA-FM.

Miss Nava has been the Program Director of KSCA and, most recently, KLVE/Los Angeles, and had been at KLVE for over 20 years. Both stations have been the #1 or #2 Spanish-language radio stations in the Los Angeles radio ratings during her tenure.

"Maria has been our number one choice for our Los Angeles cluster for several years," comments Raul Alarcon, Jr., President/Chief Executive Officer of Spanish Broadcasting System. "She brings an unprecedented amount of talent and experience to this critical position. We are delighted to have her join our team."

Bill Tanner, Executive Vice-President/Programming of SBS, first worked with Nava beginning in 1994, when she was Music Director of KLVE. "Maria Nava and Pio Ferro (now SBS National Program Director) were the two people who were directly responsible for KLVE, and later KSCA's, programming successes beginning in 1995, when I was Vice-President of Programming at (then) Hispanic Broadcasting Corporation (now Univision Radio). Both stations were then #1 and #2 in Los Angeles. It would be impossible to overstate the importance of this opportunity to re-assemble that programming team. Maria has programmed both of our top competitors and is completely at home dealing with top talent and the music formats of both KLAX-FM and KXOL-FM."

Maria Nava said, "I am really excited about rejoining Bill Tanner, Pio Ferro and the SBS team. They are completely committed to great programming in Los Angeles, and I look forward to being involved with programming strategy, direction, execution and talent."

Maria Nava was born in Michoacan, Mexico, and came to Los Angeles at the age of 13. She started her radio career at KLVE/KTNQ as a switchboard operator in 1984. After graduating with a degree in Broadcasting and Journalism, she became assistant to the Program Director in 1989. In 1994 she became Music Director of KLVE/KTNQ and in 1997 was named Program Director of the newly-purchased KSCA.

Maria Nava's contribution to the community and achievements in broadcasting have won her numerous awards and recognitions throughout her career including acknowledgment from the City of Los Angeles, Music Director of the Year from *Radio Musica* in 1995 and *Billboard* named her Programming Director of the Year in 1996.

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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