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Mega TV Promotes Deborah Powell to National Sales Manager for Mega TV

COCONUT, Fla., May 19 /PRNewswire/ -- Spanish Broadcasting System Inc., ("SBS") (Nasdaq: SBSA) announced today the promotion of industry veteran Deborah Powell to National Sales Manager for Mega TV. In this new role, Ms. Powell will be responsible for national spot sales for Mega TV in Miami and other markets, while coordinating and overseeing national network representatives.

"Deborah has extensive television and radio industry experience and is a proven leader," said Albert Rodriguez, General Manager for Mega TV. "We are confident that she will be a valuable contributor to the future success of Mega TV for years to come."

"I'm excited about this opportunity and very confident that I can lead the Mega TV Network to a dominant position in the national television market," said Ms. Powell.

Ms. Powell was previously an account executive for Mega TV. Prior to joining MegaTV, from 1981-2006, she was a regional account executive for Post Newsweek stations WJXT and WPLG. She also held account executive roles at Y-100 FM Radio and Blair Television, where she was responsible for 178 Blair stations.

Ms. Powell graduated from the University of Florida with a degree in Broadcast Journalism and Piano Performance.

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/or operates 21 radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, which are leading radio stations airing the Tropical, Mexican Regional, Spanish Adult Contemporary and Urban format genres. The Company also owns and operates Mega TV, a television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico. SBS also produces live concerts and events in the major U.S. markets and Puerto Rico. In addition, the Company operates www.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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