

"Por el Placer de Vivir con Cesar Lozano" Radio Show Continues Amazing U.S. Growth

MIAMI, Jan. 11, 2016 /PRNewswire/ -- AIRE Radio Networks announced today that in just 17 months **"Por el Placer de Vivir con Cesar Lozano" (The Joy of Living with Cesar Lozano)** is airing in 30 markets covering over 60% of the top U.S. Hispanic DMAs, including Los Angeles, Chicago, San Francisco, Dallas, McAllen, and Atlanta. A world-renowned doctor and empowerment specialist, Lozano's media influence and aspirational guidance is far-reaching – changing and influencing lives through his radio show and beyond. Lozano has clearly established himself as *Latinas #1 choice for self-help advice* on Spanish-language radio with 5.9 million plus fans on social media (4.6 million plus on Facebook alone). Adding to the brands already extensive reach, AIRE Radio Networks recently launched the official iTunes daily podcast of the show available to fans worldwide.

A six-time best-selling author, Lozano's one-hour radio show airs on 41 Spanish-language stations in the U.S., Monday through Friday. Messages of empowerment, hope, and being true to one's self has successfully resonated with both his listeners and advertisers.

"We are really pleased with the momentum and growth of the show," said Elisa Torres, EVP AIRE Radio Networks. "Not only is Dr. Lozano bettering lives, but he is driving loyalty and tune-in for our local radio partners. His international stardom has translated into success for our affiliates and opened new doors for advertisers."

Lozano has created one of the most powerful platforms in Hispanic media to reach fans. His connection with consumers is real. Whether it's his wildly popular books, spoon-fed daily social media advice, standing-room-only seminars or his radio show, fans flock to his guidance.

Social Media Stats (as of January 2015):

- Facebook: 4.6 million plus fans*
- Twitter: 964k plus fans*
- Instagram: 215k plus fans*
- YouTube: 135k subscriptions |total views: 20.2 million**

Torres continues, "I'm really excited about the new engagement opportunities we're building for both local and national advertisers. We have a strong national platform with the ability to reach fans wherever they are, online and offline. There has never been a show on Spanish-language radio with this much social muscle combined with on-the-ground presence. We will continue to leverage these capabilities to build custom experiences for advertisers."

More than 20 million lives have been positively impacted worldwide by Lozano's seminars. 2016 U.S. tour and seminar dates where fans can hear Lozano in person will be announced later this year.

*Source: Individual social media platform (Facebook, Twitter, Instagram) as of January 2015.

**Source: YouTube 1/1/2015 -12/31/15.

About Dr. Cesar Lozano

Medical surgeon, author, international trainer and speaker, TV personality and radio host, Dr. Cesar Lozano, began his career as a volunteer doctor and university professor. He also served as

managing director in key public health positions. Later in life, his passion for helping people inject positivity into their lives led him to become the host of the celebrated radio show, "*Por el Placer de Vivir*", a top-rated program transmitted throughout Latin America. In addition to radio, Dr. Lozano is the author of 10 self-help publications, including the recently published best seller "*No Te Enganches #TodoPasa*" (Don't get hooked, #Thisistooshallpass.) He is also a weekly TV contributor to Monterrey's Televisa News "*Vivir Mejor*" (Living Better) section and Televisa's international primetime morning show, "*Hoy*". Dr. Lozano has a devoted following of more than 4.6 million Facebook fans and more than 964,000 Twitter users.

For more information about Dr. Cesar Lozano check out www.cesarlozano.com

About AIRE Radio Networks

AIRE Radio Networks, is a minority certified division of Spanish Broadcasting System (NASDAQ: SBSA) the largest publicly traded Hispanic-controlled media and entertainment company in the U.S. AIRE Radio Networks harnesses the power of SBS' radio and services in the top U.S. Hispanic markets. With over 100 affiliates, 20 owned and operated stations, and targeted network vehicles reaching 12 million listeners in an average week in more than 53 markets, AIRE Radio Networks is supported by national scale solutions; multi-genre programming; MegaTV's television operation with over-the-air, cable and satellite distribution and affiliates throughout the U.S. and Puerto Rico; live concerts and events; 21 bilingual websites, including www.LaMusica.com, an online destination and mobile app providing content related to Latin music, entertainment, news and culture. AIRE Radio Networks programs include Latino superstars and megabrands such as radio's best DJ Alex Sensation and his *La Mezcla con Alex Sensation*; celebrated self-renovation expert Dr. Cesar Lozano and his *Por el Placer de Vivir con Cesar Lozano*; and highly rated Alonso Romeroa.k.a "*El Raton*" with his *El Raton's Show*, plus 24-Hour music formats *La Raza*; *Tropical*, and *Latino Pop/AC*.

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