

# Elisa Torres to head AIRE Radio Networks

MIAMI, Nov. 17, 2015 /PRNewswire/ -- Spanish Broadcasting System, Inc. (SBS) (Nasdaq: [SBSA](#)) announced today that Elisa Torres will head the Radio Network division effective immediately. AIRE Radio Networks has a strong cross-platform presence in the leading media markets in the country, and includes a number of iconic brands and franchises — both broadcast and digital and produces legendary marquee events including the 'La Musica en Privado' and 'AIRE Privados' as well as other major events. Torres will report to Mr. Raul Alarcon, Chairman, President and CEO of SBS. In her newly appointed role at AIRE Radio Networks, Elisa will oversee all aspects of operations, including personnel, policy and administration, as well as overall network strategy. In addition, Elisa will direct all affiliate and syndication efforts and will establish and oversee all financial planning, including budgets, pricing and sales goals for the division.

*"I join with all of you in welcoming Elisa to her new position at AIRE Radio Networks and in pledging our wholehearted support as she undertakes to lead our network to new levels of operational excellence,"* stated Mr. Raul Alarcon, Chairman, President and CEO of SBS.

Elisa is a media veteran with extensive experience in radio, marketing and revenue. She has been with SBS for more than 3 years, most recently serving as Sr. Vice President of Affiliate Corporate Sales AIRE Radio Networks. She also previously served as Vice President of Distribution for Cumulus Media/Formally ABC Radio Networks from 2004 to 2013.

## ABOUT AIRE RADIO NETWORKS

AIRE Radio Networks is a division of Spanish Broadcasting System ([SBSA](#)), the largest publicly traded Hispanic-controlled media and entertainment company in the United States. AIRE was designed to harness the power of SBS' multi-genre programming and resources through seven targeted network vehicles in more than 38 markets, supported by national scale solutions spanning content, experiential, digital, mobile and online platforms with more than 1.5 million unique visitors. SBS also owns and operates 20 radio stations located in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico. The Company also owns and operates MegaTV, 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 and owns 21 bilingual websites, including [www.LaMusica.com](http://www.LaMusica.com), a bilingual Spanish-English online site providing content related to Latin music, entertainment, news and culture.

## 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 operates 20 radio stations in the top U.S. Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, airing the Tropical, Mexican Regional, Spanish Adult Contemporary, Spanish Oldies and Urbano format genres. SBS also operates AIRE Radio Networks, a national radio platform that creates, distributes and markets leading Spanish-language radio programming to over 100 affiliated stations reaching 88% of the U.S. Hispanic audience. The Company also owns and operates MegaTV, 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 and owns 21 bilingual websites, including [Lamusica.com](http://Lamusica.com), an online destination and mobile app providing content related to Latin

music, entertainment, news and culture. For more information, visit us online at [www.spanishbroadcasting.com](http://www.spanishbroadcasting.com).

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