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*****For Immediate Release*****

KLAX- FM 97.9 LA RAZA WILL HOST SECOND ANNUAL “VIVA LA RAZA” MEGA CONCERT

**- Popular Award Winning Mexican Artists To Perform At Special Event Presented by
McDonalds and Toyota: Tickets Available Only By Listening to 97.9 La Raza -**

Los Angeles, CA (August 20, 2007) — Spanish Broadcasting System, Inc. (NASDAQ: SBSA) announced today that it will host the **second annual “Viva La Raza” Mega Concert** at the Pico Rivera Sport Arena in Whittier, CA on **Sunday August 26, 2007**. Tickets to the event are not for sale. They will only be available to the **KLAX –FM “97.9 La Raza”** audience **through on-air giveaways**, at sponsor locations and during special station appearances. The second annual “Viva La Raza” is presented by McDonalds and Toyota.

The “Viva La Raza” mega concert, will give KLAX- FM “97.9 La Raza” listeners an up-close and personal experience with their favorite regional Mexican artists in addition to entertaining activities for children of all ages. The mega concert will showcase performances by some of the most celebrated artist in this genre:

- *Norteño* superstars, **Los Rielelos del Norte**
- From Sinaloa, Mexico, **El Chapo de Sinaloa**.
- The two princesses of *Duranguense* music: **Los Horóscopos de Durango**
- From San Blas Sinaloa, Mexico **Los Alegres de la Sierra**
- **El Coyote y su Banda**
- Chicago’s own Alfredo Ramírez Corral and “**Los Creadores del Pasito Duranguense.**”
- Duranguense superstars **K-Paz de la Sierra**
- One of the most beloved Bandas from Mexico, **La Banda Pequeños Musical**
- One of the hottest groups from Guadalajara, Mexico, **Los Inquietos del Norte**.

Also on hand will be radio personalities, **El Cucuy De La Manana, El Mandrill and other La Raza DJs**.

For Press Credentials and one-on-one interviews with DJs and Artists, please Call: 818.505.1104 or 818.624.4523.

More information is also available at the website www.979laraza.com.

**WHO: Los Rieleros Del Norte, Horoscopos De Durango, El Cucuy De La Manana, El Mandrill,
other La Raza DJs.**

WHAT: 2nd Annual ‘VIVA LA RAZA’ MEGA CONCERT

WHEN: SUNDAY, AUGUST 26, 2007

WHERE: Pico Rivera Sports Arena, 11003 E. Rooks Rd, Whittier, CA 90601

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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 located in the top Hispanic markets of New York, Los Angeles, Miami, Chicago, San Francisco and Puerto Rico, including the #1 Spanish-language radio station in America, WSKQ-FM in New York City, as well as 4 of the Top 7 rated radio stations airing the Tropical, Regional Mexican, Spanish Adult Contemporary and Urban format genres. The Company also owns and operates Mega TV, a television operation serving the South Florida market, and produces live concerts and events throughout the U.S. and Puerto Rico. In addition, the Company operates 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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'VIVA LA RAZA'

Sunday, August 26, 2007

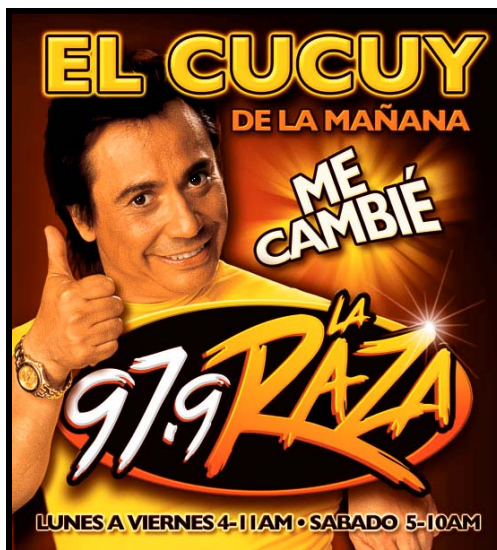
*Pico Rivera Sports Arena
11003 E. Rooks Rd. Whittier, CA 90601*



Los Rieleros Del Norte



Los Horocopos De Durango



El Cucuy De La Mañana



El Mandrill

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