



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

**JUANES AND JUAN LUIS GUERRA TO GIVE BENEFIT CONCERT  
PERFORMANCE TO ASSIST VICTIMS OF HURRICANE SANDY**

**MEGA 97.9FM AND 93.1FM LA VARIEDAD DE NY ARE OFFICIAL  
MEDIA PARTNERS OF UPCOMING HISTORIC EVENT**



**THE GRAMMY AND MULTIPLE LATIN GRAMMY WINNING  
SUPERSTARS  
THAT WILL DONATE 100% OF THE PROCEEDS FROM THEIR  
PLANNED  
NOVEMBER 24TH CONCERT AT BARCLAYS CENTER IN BROOKLYN  
TO  
THE AMERICAN RED CROSS TO AID IN DISASTER RELIEF  
ASSISTANCE**

***--- Do you want to meet Juan Luis Guerra or Juanes? Tune in to WSKQ-FM "Mega 97.9FM" and WPAT-FM "93.1FM La Variedad de NY!" for the opportunity to win VIP tickets and a meet and greet opportunity with these two superstars---***

**New York, NY. (November 20, 2012)---**Music superstars **Juanes** and **Juan Luis Guerra** announced they will soon be taking to the stage to assist victims of **Hurricane Sandy**. The two Latin music icons, in partnership with Barclays Center and producer **Cardenas Marketing Network (CMN)**, will be donating all proceeds from their highly anticipated November 24th concert to the **American Red Cross** – to support ongoing efforts to aid victims of the devastating disaster. **Spanish Broadcasting System, Inc.(SBS); (NASDAQ: SBSA)**, New York stations **WSKQ-FM "Mega 97.9FM"** and **WPAT-FM "93.1FM La Variedad de NY!"** are official media partners of the event.

*"We've both been blessed to have had extraordinary support throughout our careers from fans in the New York area and across the Caribbean. With so many people from these regions now facing immense hardships, we want to show our deep appreciation*

*by utilizing our music to both raise spirits and more importantly, raise much-needed funds to help them through these times of great need.”- Juanes & Juan Luis Guerra.*

Set to take place shortly after the upcoming LATIN GRAMMY Awards, where **Juan Luis Guerra** and **Juanes** hold a combined 10 nominations, the special **November 24th (8:00 p.m.)** benefit show will mark the first-ever Latin show at the new, state-of-the-art **Barclays Center**. Tickets can now be purchased via [www.ticketmaster.com](http://www.ticketmaster.com) or by calling **1-800-745-3000**.

*“Hurricane Sandy has devastated the lives of many people and we are eager to work with the Red Cross as they provide assistance for those affected,”* said **Henry Cardenas, Chief Executive Officer/President of CMN and co-founder of the Maestro Cares Foundation**. *“All proceeds from our show will go toward the Red Cross and we invite music goers and the community at large to support them and work quickly towards providing comfort to those who have lost so much.”*

**Eric Garcia, VP of Sales of SBS New York** stated, *“We encourage our listeners and viewers in the United States to help out with this extraordinary concert with Juanes and Juan Luis Guerra in New York City, in support for the thousands of people affected by Superstorm Sandy.”*

More than 5,000 **Red Cross** workers from all over the country are supporting shelters, providing food and water at fixed sites, and driving through neighborhoods to distribute meals and supplies throughout the affected areas including New York, New Jersey, Pennsylvania and Connecticut.

*“The devastation brought by Hurricane Sandy has affected millions of people, but thanks to the support of generous donors such as Juan Luis Guerra, Juanes and CMN, the Red Cross is there for them, providing immediate relief now, and staying on the job as people move toward recovery,”* said **Roger Lowe, Senior Vice President of Communications of the American Red Cross**. *“We’re grateful for their dedication to helping the Red Cross help those who need us.”*

Goya, the presenting sponsor of the show, has donated 300,000 pounds of Goya products and 25,000 meals to victims, while the Department of Tourism of the Dominican Republic, an inviting sponsor, is also providing support to those affected by Sandy.

In response to the widespread devastation caused by **Hurricane Sandy**, **Spanish Broadcasting System, Inc. (SBS) (Nasdaq:SBSA)** and 22 major market radio stations and national television network, **MegaTV** aired a live benefit radio/telethon that started **Wednesday November 7<sup>th</sup>, 2012 at 6 a.m. (ET/PT/CT)**. The **three day-long radio/telethon** target the collection of food products, clothing, medicine and household goods for distribution to the victims of **Hurricane Sandy**

The radio/telethon “**Hispanos Unidos**” (**Hispanics United**) was broadcasted from local **SBS studios** in the major cities of New York, Los Angeles, Chicago, San Francisco, Houston, Miami and Puerto Rico. It aired live nationally.

### About the Artists:

#### Juan Luis Guerra

Juan Luis Guerra and his band, 4:40, have sold over 30 million records and won numerous awards including 12 Latin Grammy Awards, two Grammy Awards, and two Latin Billboard Music Awards. He is one of the most internationally recognized Latin artists in the modern era. Guerra blends the perfect mix of merengue, bolero and Afro-pop/Latin fusion, resulting in universal hits such as "Ojalá Que Llueva Café" ("Wish It Would Rain Coffee"), "Bilirubina" and "El Costo de la Vida" ("The Price of Life"). A remix of his hit "La Llave de Mi Corazon" ("Medicine for My Soul"), with Taboo from The Black Eyed Peas, is a testament to his ability to fuse genres. A devout humanitarian, he established The Juan Luis Guerra Foundation in an effort to help children with disabilities and in need. He has supported the World Pediatric Project and has performed in benefit concerts including one for the Haiti earthquake victims. Guerra received Billboard's Spirit of Hope Award in 2005, was named the 2007 Latin Recording Academy's Person of the Year and was designated the UNESCO Artist for Peace in 2008, lending his support to UNESCO's action for youth violence prevention.

#### JUANES

With six solo albums to his credit and multi-platinum sales of over 15 million copies, Juanes is the world's leading all-Spanish language rock artist - Both a GRAMMY and 17-time LATIN GRAMMY winner with eight #1 singles on Billboard's "Hot Latin Songs" chart. His most recent album, "JUANES MTV Unplugged" was released on May 29th of this year and quickly debuted at #1 on Billboard's "Top Latin Albums" chart and in 18 countries throughout Latin America. Juanes is also frequently recognized as one of the Spanish-speaking world's leading social media voices with an online following of over 10 Million fans. The Colombian superstar's dedication as a global activist also extends far beyond his passionate lyrics and is seen in his wide ranging charitable work for his own Mi Sangre Foundation and as a co-founder of the "Paz sin Fronteras" (Peace Without Borders) organization - which utilizes music to unite populaces regardless of political or geographic divides and advocate that all people are entitled to the basic human right of peace.

To donate directly to the **American Red Cross/Sandy** relief efforts, visit [www.redcross.org](http://www.redcross.org) or call **1-800-RED-CROSS (1-800-733-2767)**.

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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/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, airing the Tropical, Mexican Regional, Spanish Adult Contemporary and Urban format genres. SBS has 3 of the top 6 Spanish-language stations in the nation including the #1 Spanish station in America, WSKQ-FM in New York City (WPAT is ranked #3 and KLAX is ranked #6). 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 throughout the country and 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](#).

### **About Cardenas Marketing Network**

Founded in 2003 by Henry Cardenas, Cardenas Marketing Network (CMN) is an independently owned, multicultural event marketing and sponsorship agency that creates brand impact through award-winning campaigns featuring music tours, sporting events and other interactive experiences that captivate target consumers across the nation. In 2011, CMN produced more than 2,500 live events for clients such as Wrigley, Anheuser-Busch, McCormick, H&R Block, General Motors and Goya, among others. With offices in Chicago, Los Angeles, Miami and New York, and a dynamic, results-driven team, CMN applies strategic thinking and flawless execution to deliver value for clients anywhere in the country.

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