



FOR IMMEDIATE RELEASE

SPANISH BROADCASTING #1 IN L.A. AND NEW YORK

**KLAX-FM Los Angeles and WSKQ-FM New York
Achieve #1 Rankings in Arbitron's Spring Ratings Book for Adults 25-54**

Coconut Grove, Florida – July 21, 2004 - Spanish Broadcasting System, Inc. (NASDAQ: SBSA) (the "Company") announced today that KLAX-FM, Los Angeles and WSKQ-FM, New York have both achieved #1 rankings in their respective markets in the recently released Arbitron Spring ratings book. The #1 rankings come in the highly coveted demographic of adults aged 25 to 54 for the 6:00 a.m. to midnight time period.

Specifically, KLAX ("La Raza" 97.9 FM) achieved a 6.4 share for adults aged 25 to 54, during the 6:00 a.m. to midnight time period, compared to a 3.6 share in the Winter ratings book. The station also achieved a 7.0 share in the morning drive (6:00 a.m. to 10:00 a.m.) for adults aged 25 to 54, compared to a 3.2 share in the Winter book. Both performances represent a #1 ranking among all radio stations, English and Spanish, in Los Angeles, the nation's largest radio market.

In New York, WSKQ ("Mega" 97.9 FM) achieved a 6.6 share for adults aged 25 to 54 during the 6:00 a.m. to midnight time period, compared to a 5.9 share in the Winter ratings book. This performance makes WSKQ the #1 radio station, English and Spanish, in New York, the nation's second largest radio market. The station also achieved a 9.2 share in morning drive for adults aged 25 to 54, compared to a 7.9 share in the Winter book. This performance represents the #1 ranking among Hispanic listeners and #2 ranking overall in morning drive.

Raúl Alarcón, Jr., President and CEO of SBS, commented, "Our ratings performance in the nation's two largest radio markets is unprecedented. The addition of Renan Almendarez Coello, "El Cucuy," to KLAX's Los Angeles morning show has vaulted KLAX to the top of the market on monumental ratings increases. In New York, our morning comedy show "El Vacilón De La Mañana", hosted by Luis Jimenez, has continued to appeal to a massive audience, helping WSKQ to maintain its position as the most popular Hispanic radio station in the country. These remarkable ratings increases further illustrate the sheer scale of the Hispanic population, confirming Spanish Broadcasting's leadership position in delivering this vital consumer audience within the nation's largest media markets and positioning the Company for long-term revenue growth."

About Spanish Broadcasting System

Spanish Broadcasting System, Inc. is the largest Hispanic-controlled radio broadcasting company in the United States. SBS currently owns and/or operates 25 stations in six of the top-ten U.S. Hispanic markets, including New York, Los Angeles, Miami, Chicago, Puerto Rico and San Francisco. The Company also operates LaMusica.com, a bilingual Spanish-English Internet Web site providing content related to Latin music, entertainment, news and culture. The Company's corporate Web site is located at www.spanishbroadcasting.com.

Contact:

William B. Tanner
Executive Vice President of Programming
Spanish Broadcasting System, Inc.
310.202.0000