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**Citadel Media en Español Launches Weekday Radio Show
With Motivational Author Maria Marín**

*Tu Vida Es Mi Vida Expands Beyond Weekend Slot -
Launches With 17 Affiliates Monday-Friday*

MIAMI (May 4, 2009) – Citadel Media en Español announced today that its popular weekend show with Maria Marín is expanding to include weekdays Monday-Friday in addition to its regular Sunday evening timeslot. Marín, an award-winning motivational speaker, author and syndicated columnist known for her passion and personality, recently marked two years of bringing her Latina empowerment message to radio audiences across the country. *Tu Vida Es Mi Vida con Maria Marín* currently airs on 27 stations in major Hispanic DMAs such as New York, Los Angeles and Miami. The weekday show begins airing on May 4. Marín’s uplifting style bridges across all Hispanic formats ranging from Pop, Regional Mexican and AC making the show a perfect match for programmers in any daypart.

“I’ve been blessed to receive such an outpouring of support from women who have shared their stories of personal growth and accomplishment with me since we first launched the show in 2007,” said Marín. “The opportunity to reach out to an even broader audience of Latinas realizing their dreams through their education, career advancement and personal relationships is phenomenal. I’m so pleased to know the information we discuss on the show is having a positive impact in the lives of so many.”

The weekday show will launch with 17 key Spanish-language stations in markets such as Los Angeles, McAllen, San Diego, Sacramento and Denver. It is the first program on Hispanic music radio dedicated to engaging audiences on a variety of relationship and self-improvement topics.

“All of us at the network are extremely proud of the rapid growth and success of Maria’s show and the fresh outlook she provides her listeners,” said Elisa Torres, Vice President of Programming and Operations for Citadel Media en Español. “Whether she is conducting an in-market event for one of our affiliates, drawing major advertising brands to the program or connecting in a one-to-one fashion with her devoted listeners, she embodies all the best of what Hispanic radio can be. We’re thrilled that her message of hope and inspiration will now be available to weeknight audiences.”

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In addition to her radio show, Marín is the author of the best-selling Spanish language self-help book *Mujer Sin Límite*, which is also the name of her weekly newspaper column published in the top 40 Spanish language newspapers across the U.S. and Puerto Rico. She also writes a monthly column for *People en Español* magazine and is a celebrated motivational speaker. Marín has previously been recognized as both “Latina Woman of the Year” in 2006 and “Latina Entrepreneur of the Year” in 2004 by the National Latina Business Women Association. In 2008, she was honored with the Medallas de Cortez “Personality of the Year,” which recognizes excellence in Hispanic radio.

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About Citadel Media en Español

Citadel Media en Español is a recognized leader in Spanish language programming. With a presence in 28 of the top 30 Hispanic DMAs and the only two Hispanic RADAR rated networks, Citadel Media en Español reaches more than 10 million Hispanic listeners in an average week across 131 Spanish language radio stations in the United States. Programming includes Latino superstars and mega brands such as Thalia, host of *The Conexión Thalía Radio Show*; Telemundo’s Emmy award-winning broadcaster, María Celeste Arrarás and her nationally distributed short form series, *Celebrating the Healthy Life with María Celeste*; award-winning motivational speaker and syndicated columnist Maria Marín, host of *Tu Vida Es Mi Vida*; and ESPN Deportes Radio.