

NEW LIVE PROGRAMS ON NEWS CHANNEL 8

Business and Women's Programming for the DC Metro Region

Arlington, VA, December 29, 2008 – Allbritton Communications is pleased to announce the launch of two new programs on News Channel 8 – *Let's Talk Live* and *Washington Business Tonight*. The programs, to begin on January 5, 2009, will help the station reach its goal of live programming for over 15 hours per day.

Washington Business Tonight will be the only local business show in the DC metro area focusing on regional business. *Let's Talk Live*, designed to be a local *Good Morning America* will be the station's first venture into a hybrid of news produced interviews and business sponsored segments. VP of Washington Operations for Allbritton Mary Claire Burick says "News Channel 8 has always been hyper-local. The addition of these new shows allows us to extend that philosophy into topic areas that we know will interest our viewers. Additionally, *Let's Talk Live* will allow us to provide the local community with a unique advertising opportunity that no other station in the market can match. Sponsored segments will be clearly defined and have a designated host. They will also be vetted to ensure appeal to our greater audience." Show descriptions are as follows:

***Let's Talk Live* -- Daily from 12:00 PM to 1:00 PM**

This hour-long talk program will be hosted by ABC 7 News Reporter Natasha Barrett. The program will include an assortment of guest hosts from WJLA and News Channel 8 as well as various community participants to spice things up and add personal perspectives to topics. Content will be designed to appeal primarily but not exclusively to the female audience. Relationships, health, home décor, entertainment, business, family life and other topics will be covered.

***Washington Business Tonight* – Daily from 7:00 PM to 7:30 PM**

This show will be the only television program solely focused on the business of doing business in the Greater DC metropolitan region. This primetime program will deliver the day's business buzz, provide expertise and advice from the region's most influential corporate players and supply insight into what to expect in the markets tomorrow. News and information will be fast-paced and will fit within the hectic schedule of business leaders.

News Channel 8 is the region's leading source for live and local news reaching over 1.2 million households. News Channel 8's owner, Allbritton Communications Company, operates eight television stations in seven broadcast markets, including Alabama, Arkansas, Oklahoma, Pennsylvania, South Carolina, Virginia and Washington, D.C. Allbritton Communications also owns and operates the political newspaper and website POLITICO and POLITICO.com.

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