



WAVY NEWS 10 DOMINATES WINTER STORM COVERAGE ON-AIR AND ON-LINE

For Immediate Release
Contact: Judy Triska
Creative Services Director
(757) 396-6164

March 4, 2009—Portsmouth, VA - When the first storm of the year threatened Hampton Roads WAVY News 10 and WAVY.com delivered with unprecedented coverage. Based on the Nielsen Norfolk preliminary household overnights for Monday March 2, 2009, **WAVY News 10 at 6AM** was watched by more viewers in Hampton Roads than the other two local news stations combined.

10 On Your Side team coverage of the March 2nd winter storm was non-stop with overnight coverage from the SuperDoppler 10 team of meteorologists (Don Slater, Jon Cash, Cheryl Nelson and Jeremy Wheeler). WAVY News employed new technology, as reports were sent via SKYPE which delivered live reports from WAVY vehicles on local streets.

WAVY.com garnered an astonishing 957,111 total page views from March 1st through March 3rd. Severe weather content was featured including closings and delays, meteorologist blogs, LIVE streaming weather webcasts every half hour, LIVE road conditions from WAVY traffic jam cams, and useful tips on driving safely.

WAVY.com posted over 400 user submitted photos of snow conditions in Hampton Roads. "Through the user-generated photos we received, our viewers helped us to show and tell the weather story on WAVY.com," said WAVY News Director Kathy Hostetter. "This level of ON YOUR SIDE commitment is what viewers can expect during times of severe weather," added Hostetter.

###

LIN TV Corp., along with its subsidiaries ("LIN TV" or "the Company"), is a local television and digital media company, owning and/or operating 29 television stations in 17 U.S. markets, all of which are affiliated with a national broadcast network. LIN TV's highly-rated stations deliver important local news and community stories, along with top-rated sports and entertainment programming, to 9% of U.S. television homes, reaching an average of 10 million households per week.

LIN TV is also a leader in the convergence of local broadcast television and the Internet through its television station web sites and a growing number of local online innovations that reach 15% of U.S. broadband households. LIN TV is traded on the New York Stock Exchange under the symbol "TVL". Financial information about the company is available at www.lintv.com.