



FOR IMMEDIATE RELEASE

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WAVY-TV 10 AND WVBT FOX43 REMAIN THE NEWS LEADERS IN HAMPTON ROADS

Portsmouth, VA – May 26, 2011: WAVY-TV 10 and WVBT remain the number one choice for morning and late evening news in Hampton Roads. WAVY-TV 10 was number one during the 5am, 6am, 6pm and 11pm newscasts according to Nielsen Media Research for the May 2011 sweeps ratings period. 10 On Your Side Investigations and up-to-the minute Super Doppler 10 weather coverage were big contributors in the year-to-year ratings increases for all of these newscasts. WVBT FOX43 also increased its ratings year-to-year during the 10pm newscast.

"We are pleased that our hard work this May has been meaningful to the viewers in Hampton Roads," said President and General Manager, Doug Davis. "Through Severe Weather coverage and detailed analysis of the most urgent breaking news, WAVY is proud to be recognized as Hampton Roads' news leader."

WAVY News 10 exposed criminals in the classroom, uncovered costly defects for drivers and investigated why reverse 911 was not put to use during recent severe weather. As a result, 10 On Your Side Investigations ignited changes in classroom policies, helped drivers achieve a resolution for car repairs and revealed need for improved emergency practices.

Additionally, WAVY-TV 10 launched the WAVY W82TXT (Wait to Text) campaign; a community awareness initiative encouraging drivers across Hampton Roads NOT to text while behind the wheel. WAVY News 10 personalities visited various high schools throughout Hampton Roads to spread the important message with signature thumb bands and energizing school assemblies. Whether it's on air, in your community, or online at Wavy.com, 10 On Your Side continues to bring viewers news as it happens, as they start and end their day.

"Wavy.com continues its record-setting growth in pageviews, unique visitors and mobile smartphone views. We are fortunate to have a team of dedicated professionals, both on camera and behind the scenes to serve Hampton Roads each and every day," added Doug Davis.

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