

## **WTKR NewsChannel 3 – Strong Performance in November Ratings**

**FOR IMMEDIATE RELEASE**  
**December 3, 2008**

**Contact: Jeff Hoffman**  
**Contact Number: 757-446-1388**

Norfolk, VA. **WTKR NewsChannel 3** proved to be a tough competitor in November. NewsChannel 3 experienced growth across the board and displayed strong rating and share trends.

From sign on to sign off, WTKR was the only station in Hampton Roads to show growth from May 2008. **Who Wants to Be a Millionaire** (10am-11am) and **The Price is Right** (11am-Noon) achieved their highest rating in the past year. The **Young and the Restless** is the highest rated soap in Hampton Roads. Ratings increased at four and four-thirty with the addition of **Deal or No Deal**. NewsChannel 3's ratings steadily increased with each half hour of news starting at 5pm (5:00, 5:30 & 6:00). In **Primetime**, (8pm-11pm) WTKR was the only station to increase ratings and shares by a full point from November 2007.

"This is only the beginning," said Jeff Hoffman, WTKR General Manager. "We have some exciting changes happening at WTKR, so stay tuned," Hoffman added.

SOURCE: NSI Nov 2007, May 2008, Nov 2008

# # #

Local TV LLC is a broadcast holding company created in 2007 to acquire nine heritage television stations in eight mid-sized markets. Local TV is owned by Oak Hill Capital Partners, management and a consortium of bankers and high yield lenders.