



News Release

July 21, 2009

Belo Corp. (BLC) Promotes Tod Smith to President and General Manager of WVEC-TV in Hampton/Norfolk

DALLAS - Belo Corp. (NYSE: BLC), one of the nation's largest pure-play, publicly-traded television companies, announced today that Tod A. Smith has been promoted to president and general manager of WVEC-TV in Hampton/Norfolk, Virginia effective August 10. He will report to Kathy Clements, Belo's senior vice president/Television Operations.

Smith joins WVEC from Belo stations KMSB-TV (FOX) and KTTU-TV (MyNetworkTV) in Tucson, Arizona, where he served as president and general manager since June 2006. "Tod has done an outstanding job as president and general manager in Tucson. His general management and sales and marketing experience make him a great choice to lead our Hampton/Norfolk television operations," said Clements.

Prior to Tucson, Smith was vice president and media director for Peter A. Mayer Advertising, an advertising agency in New Orleans. From 1999 to 2005, he was the local sales manager for WWL-TV, Belo's CBS affiliate in New Orleans.

Smith started his career with WWL in 1980 as a production assistant and was promoted to engineer in 1982 while working toward his college degree. Upon completion of his degree in 1984, Smith joined Shell Oil Company. He rejoined WWL in 1993 as a marketing executive. In 1995, Smith was named director of research and audience development, and was promoted to local sales manager in 1999.

Smith holds a Bachelor of Business Administration in management from Loyola University of New Orleans.

About Belo Corp.

Belo Corp. (BLC) is one of the nation's largest pure-play, publicly-traded television companies, with 2008 annual revenue of \$733 million. The Company owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. A Belo station ranks first or second in nearly all of their local markets. Additional information is available at www.belo.com or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.