



News Release

November 29, 2010

WVEC 13 News is Most-Watched Television Station in Hampton Roads.*

Norfolk, VA – WVEC 13 News, Hampton Roads Local News Leader has secured first place as the most-watched local television station in Hampton Roads, according to the Nielsen Company's November ratings. As a result of the focus on extensive daily local news coverage and investigative reporting, more viewers tuned to WVEC 13 News for local news than any other station in the market.

WVEC 13 News led the local news market posting weekday wins at 5pm, 5:30pm, 6pm and 11pm. WVEC 13 News also continued its local morning news growth with a 10% increase in viewers from 2009 to 2010.

"I am extremely proud of our news team," said News Director Rich Lebenson. "It is our goal to provide viewers of Hampton Roads with unbiased reporting on the issues that our viewers want to know about, and this ratings win justifies our efforts."

WVEC General Manager Tod Smith added, "The November results, while making us proud, will also serve to make us work even harder to keep the viewers' trust."

In addition to a commitment of providing the best daily news coverage, WVEC 13 News provided viewers with numerous special reports covering a range of topics including wasteful tax spending for bottled water, a dangerous drug available at local drug stores, local renters unfairly charged for insurance and tips on saving big at your local grocery store.

WVEC 13 News continues to lead the way as the most trusted local news source in Hampton Roads.

*Source: The Nielsen Company November 2010 (Overnights - Live+SD)

About Belo Corp.

WVEC is part of Belo Corp. (BLC), one of the nation's largest pure-play, publicly-traded television companies, that 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. Belo stations rank first or second in nearly all of their local markets. Additional information is available by contacting Elizabeth Fimian, Creative Services, WVEC 13 News at 757-625-1313.