

FOR IMMEDIATE RELEASE

Contact: Kyle Claude
Promotion and Marketing Director
1501 Satchel Paige Drive
Mobile, AL 36606
Phone (251) 434-1106
Fax (251) 434-1061

FOX10 – Number One in Local News

Mobile, June 24, 2008 - In a broadcast arena that has historically seen many lead changes, WALA FOX10 has established itself as the number one news outlet in the Mobile/Pensacola television market. After the recent May sweeps period, FOX10 News can claim top honors in the past six ratings periods dating back to February 2007 (*Late News, P25-54*).

“We always say that the ratings race is a marathon and not a sprint,” said WALA/WBPG President and General Manager Matt Pumo. “Our focus is now on maintaining and growing this level of commitment...to our community, to our advertisers and, most importantly, to our viewers.”

This May, FOX10 further solidified its position with victories in all key time periods. WALA led all stations Sign-on to Sign-off with a 2.1 rating. In Morning News, WALA led all local broadcasts with a 3.3 rating – up 27% from February 2008. WALA led all local broadcasts at 5:00pm with 3.5 rating. In late news, WALA dominated all other local news broadcasts with a 5.6 rating (comparative between WALA’s 9-10pm, WEAR’s 10-11pm, WKRG’s 10-10:30pm and WPMI 10-10:30p). All Nielsen information is from the Persons 25-54 demographic rating which is considered the standard in audience measurement.

“This victory reflects the hard work of the entire news department as well as every department in the station.” WALA News Director Bob Cashen continued, “We are extremely gratified to know that people trust FOX10 News day-in and day-out as their primary source for local news, weather and sports. We look forward to even better things to come.”

###