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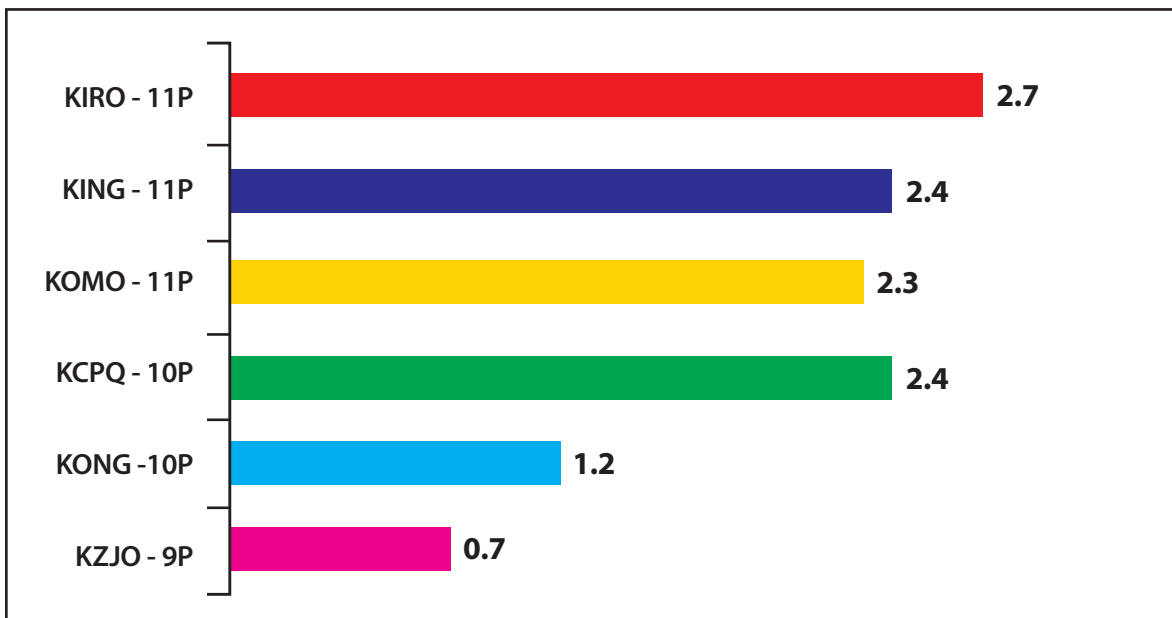
DEDICATED • STRAIGHTFORWARD
SEATTLE NEWS COVERAGE

KIRO 7 EYEWITNESS NEWS Wins Late News Ratings Crown

Seattle News Viewers Choose KIRO 7 Eyewitness News at 11PM

KIRO 7 Eyewitness News is the #1 late newscast in the key Adult 25-54 demographic, according to the November 2011 Nielsen ratings survey.

M-F | LATE NEWS
ADULTS 25-54 RATING



This marks the second year in which KIRO 7 Eyewitness News was the top ranked Monday through Friday late newscast during the important November sweeps period. KIRO 7 Eyewitness News significantly increased its advantage from last year, outperforming its closest competitor by 13%, compared to just 5% last November.



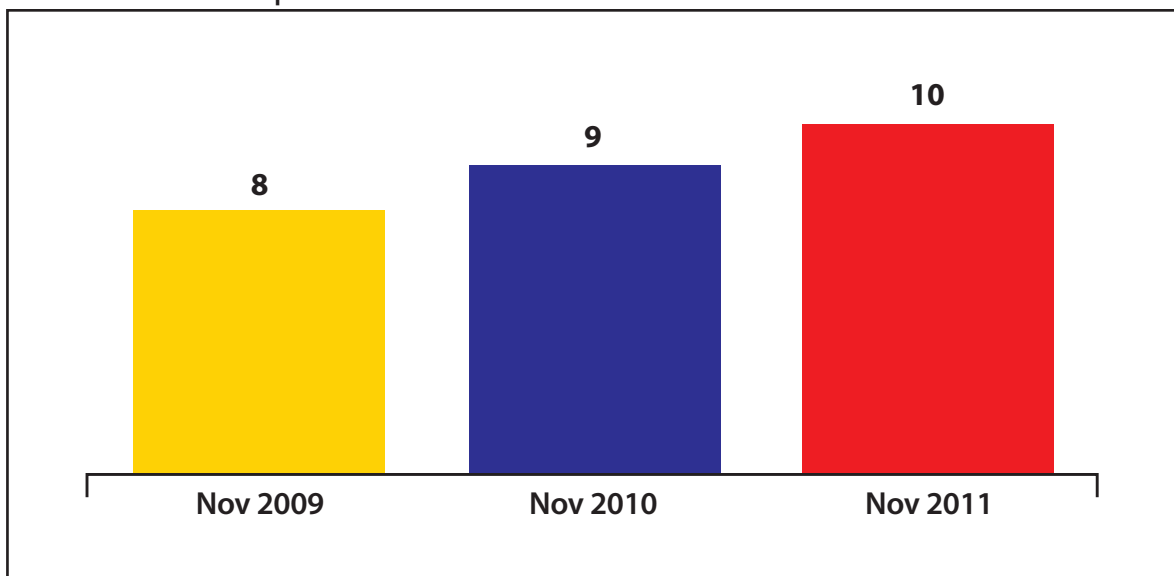
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KIRO 7 EYEWITNESS NEWS Is Seattle's Late News Choice

More Seattle News Viewers are Watching KIRO 7 Eyewitness News

The late news success for KIRO 7 Eyewitness News is driven by steady year-to-year share increases:

**KIRO 7 EYEWITNESS NEWS
M-F 11P | ADULT 25-54 SHARE**



KIRO 7 Eyewitness News is the top rated late newscast Monday through Sunday as well, delivering a 2.4 Rating among Adults 25-54, compared to a 2.3 Rating for KING and KCQP and a 2.2 Rating for KOMO.



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Seattle News Viewers Are Waking Up To KIRO 7 EYEWITNESS NEWS

Morning News Viewers Choose KIRO 7 Eyewitness News

From late night to early morning, KIRO 7 Eyewitness News is Seattle's choice for news and information.

At 4:30AM, the first local news time period of the day, KIRO 7 Eyewitness News delivers a #1 performance in key demos:

M-F 4:30-5AM LOCAL NEWS

	Adults 25-54 Rtg.	Men 25-54 Rtg.
KIRO	0.6	0.6
KING	0.5	0.5
KCPQ	0.6	0.5



The ratings story continues into the 5AM time period, where KIRO 7 Eyewitness News tops the charts in key women demos:

M-F 5-6AM LOCAL NEWS

	W25-49 Rtg.	W18-49 Rtg.
KIRO	0.8	0.7
KING	0.5	0.4
KOMO	0.5	0.4
KCPQ	0.5	0.5





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Seattle News Viewers Are Starting Their Day With KIRO 7 EYEWITNESS NEWS

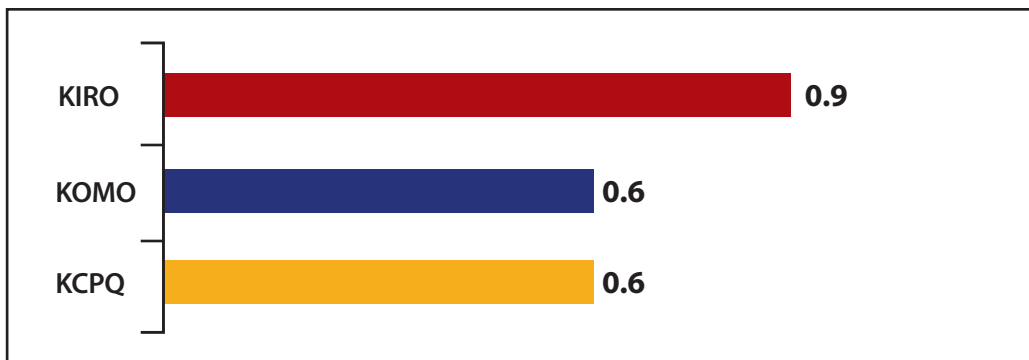
Morning News Viewers Choose KIRO 7 Eyewitness News

And, in the critical 6-7AM morning news time period, KIRO 7 Eyewitness News achieves higher Adult 25-54 and Adult 25-49 ratings than either KOMO 4 News or Q13 News.

M-F | 6-7AM NEWS
ADULT 25-54 RATING



M-F | 6-7AM NEWS
ADULT 25-49 RATING





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KIRO 7 EYEWITNESS NEWS Achieves Impressive Ratings Performance

Seattle Viewers Watch KIRO 7 Eyewitness News at 5PM

Seattle news viewers are making KIRO 7 Eyewitness News their source for early evening local news and weather coverage. The ratings performance for KIRO 7 Eyewitness News at 5PM surpasses the performance of both KOMO 4 News and Q13 News in the key A25-54 demographic:

M-F | 5-5:30PM LOCAL NEWS

Adult 25-54 Rtg.	
KIRO	1.6
KOMO	1.5
KCPQ	0.6

At 5:30PM, KIRO 7 Eyewitness News is the #2 local newscast with a significant advantage over Q13 News:

M-F | 5:30-6PM LOCAL NEWS

Adult 25-54 Rtg.	
KIRO	1.5
KCPQ	0.6
KIRO Advantage	+150%

“We appreciate the trust that Western Washington viewers put in KIRO 7 Eyewitness News”, said Eric Lerner, Vice President & General Manager. “Our news department covered the major stories in November in an impressive fashion. For example, our coverage of the search for a missing two year old Redmond boy was in-depth and straightforward and our commitment included an excellent one-hour special”.

KIRO 7 EYEWITNESS NEWS Provides In-Depth Coverage of Major Local News

Seattle News Viewers Rely on KIRO 7 Eyewitness News

During the month of November, KIRO 7 Eyewitness News recognized early on that the disappearance of toddler Sky Metawala was going to be major news. The station dedicated multiple reporters to the story daily and covered it from every angle literally 24 hours a day. Expert analysts were added to assist with the coverage and a dedicated section for The Search for Sky was created on kirotv.com. As the story continued to grow, KIRO 7 Eyewitness News put together a one-hour special looking in-depth at the possibilities of what happened to Sky. "The Search for Sky really struck a chord with our viewers," said Todd Mokhtari, News Director. "We knew we had to have the best coverage in the market to serve our viewers."





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KIRO 7/CBS DELIVERS DOMINANT PRIME PERFORMANCE

Seattle Viewers Choose KIRO 7 / CBS Prime

KIRO 7 is proud of its affiliation with CBS, America's most watched network in prime time. During the November 2011 Nielsen survey period, KIRO 7 had 6 of the top 10 shows among Adults 25-54 and 5 of the top 10 shows among Adults 18-49.

A25-54 Prime Time Ranker

				RT	SH
1KIRO	Mon	9:00P	Two & A Half Men	8.9	19
2KOMO	Wed	9:00P	Modern Family	8.5	19
3KIRO	Thu	8:00P	The Big Bang Theory	7.6	19
4KIRO	Mon	8:00P	How I Met Your Mother	7.5	17
5KIRO	Mon	8:30P	2 Broke Girls	7.4	16
6KIRO	Tue	8:00P	NCIS	6.7	16
6KIRO	Mon	9:30P	Mike & Molly	6.7	16
6KCPQ	Tue	8:00P	Glee	6.7	16
9KOMO	Sun	8:00P	Once Upon A Time	6.6	15
10KCPQ	Tue	9:00P	New Girl	6.5	15

A18-49 Prime Time Ranker

				RT	SH
1KIRO	Mon	9:00P	Two & A Half Men	8.5	21
2KOMO	Wed	9:00P	Modern Family	7.8	20
3KCPQ	Tue	9:00P	New Girl	7.2	19
4KIRO	Mon	8:30P	2 Broke Girls	7.0	17
5KIRO	Mon	8:00P	How I Met Your Mother	6.8	17
6KCPQ	Tue	8:00P	Glee	6.6	17
7KIRO	Thu	8:00P	Big Bang Theory	6.5	18
8KOMO	Sun	8:00P	Once Upon A Time	6.2	16
9KIRO	Mon	9:30P	Mike & Molly	6.1	16
10KCPQ	Wed	8:00P	The X-Factor	5.5	15



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Cox Media Group, Inc. is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of Cox Reps. With \$1.8 billion in revenue, the company operations include 15 broadcast television stations and one local cable channel, 85 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America. For more information about Cox Media Group, please check us out online at www.coxmediagroup.com.