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DEDICATED • STRAIGHTFORWARD
SEATTLE NEWS COVERAGE

Seattle News Viewers Weather the Storm With KIRO 7 EYEWITNESS NEWS

Storm Coverage: January 15th, 2012 through January 20th, 2012

From the first report of snow to the freezing rain and ice, KIRO 7 Eyewitness News provided Seattle news viewers with the information they needed to weather the storm.

KIRO 7 Eyewitness News served the Seattle area with over 16 continuous hours of news and weather coverage on both Wednesday, January 18th and Thursday, January 19th, and provided more than 60 hours of news coverage from Sunday, January 15th through Friday, January 20th.



"Our weather team recognized early that this was going to be a major snow event, so early on we had a plan to cover this wall to wall. It paid off," said Todd Mokhtari, KIRO 7 Eyewitness News Director. "Our staff is excellent when it comes to breaking news and live coverage and that showed on the air. They delivered information people in our area needed to know."



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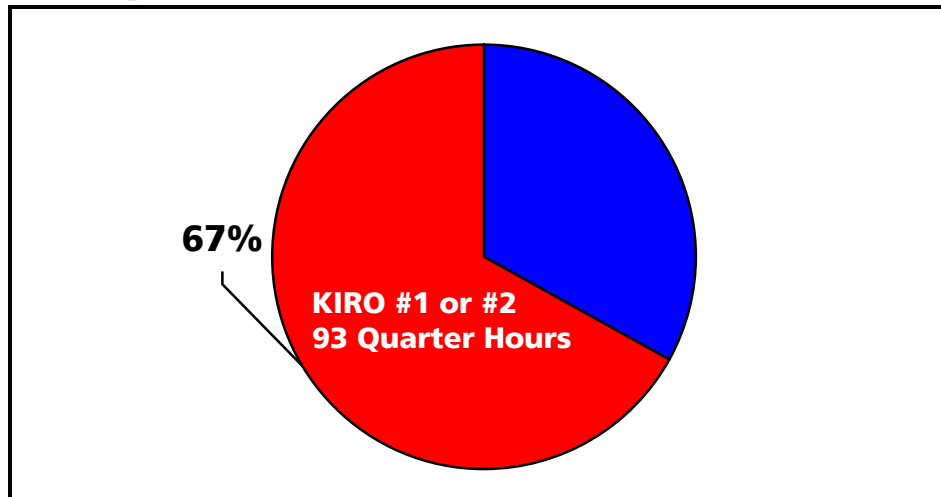
Seattle News Viewers Weather the Storm With KIRO 7 EYEWITNESS NEWS

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KIRO 7 Eyewitness News makes coverage of Seattle news and weather its top priority, and more Seattle viewers are making KIRO 7 Eyewitness News their source for news and weather information.

From Sunday night at 11PM through Thursday morning at 6AM*, KIRO 7 Eyewitness News delivered 138 quarter hours of news, weather and traffic coverage and was rated #1 or #2 for a significant portion of the time. KIRO 7 Eyewitness News was ranked as the #1 or #2 station in the Seattle market for 93 of the 138 quarter hours of KIRO7 storm coverage:

A25-54 % Quarter Hours Ranked #1 or #2



*Nielsen was unable to deliver Seattle data for Thursday January 19th (after 6AM) due to the severe weather. Data reflects ratings from Sunday January 15th at 11PM through Thursday January 19th until 6AM.



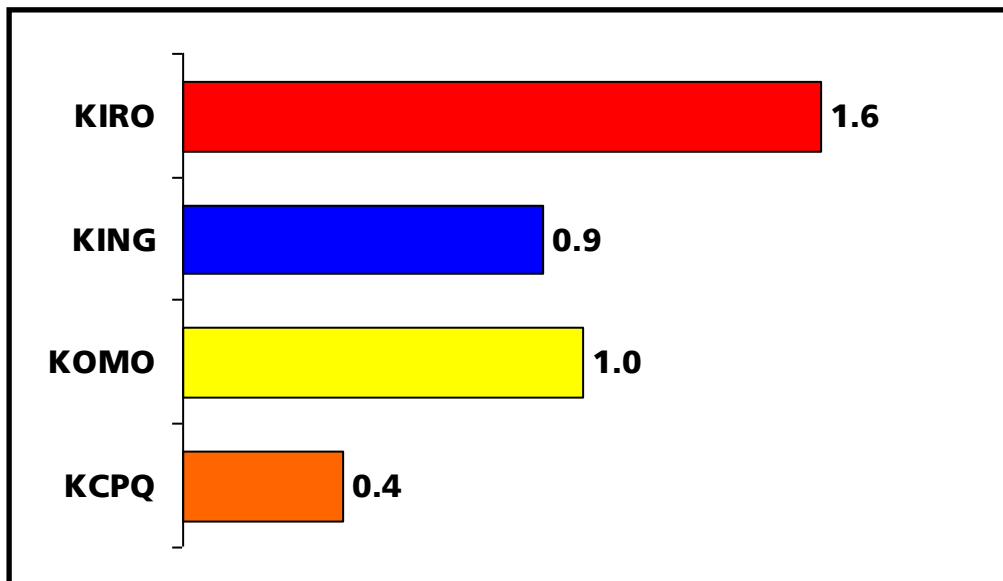
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More Seattle news viewers started their day with Storm Watch coverage on KIRO 7 Eyewitness News. KIRO 7 Eyewitness News was Seattle's top choice at 4:30AM:

4:30AM News Adult 25-54 Rating



And from 5-7AM, KIRO 7 Eyewitness News outdelivered KOMO and KCPQ by a significant margin in key demos.

Source: Nielsen Jan 16-19 LPM Live + Same Day



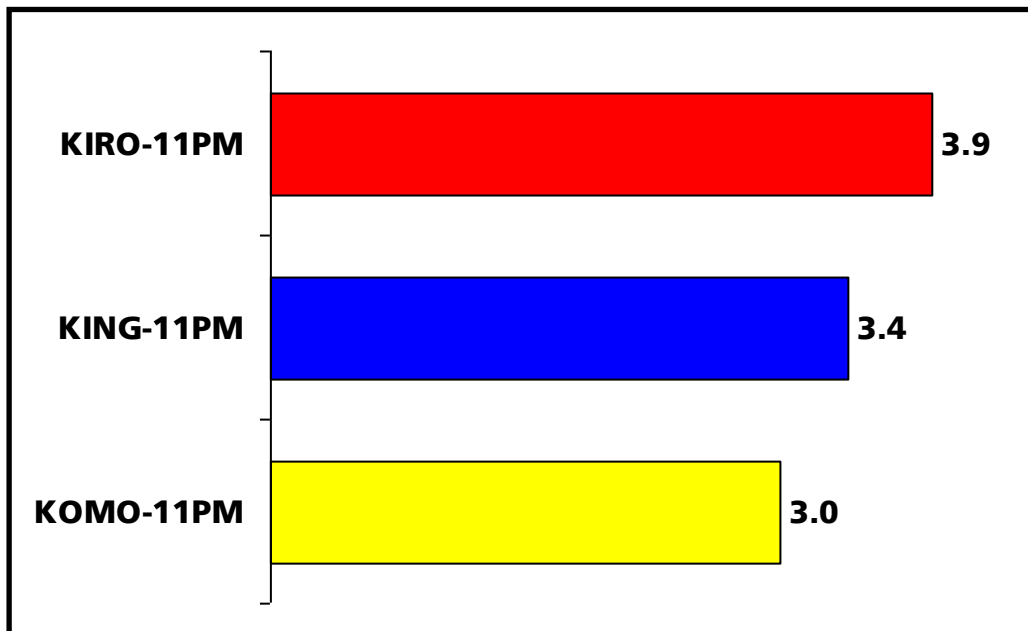
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KIRO 7 Eyewitness News was Seattle's preferred source for storm coverage at the end of the day as well, significantly outperforming both KING and KOMO in the key 11PM news daypart:

11PM News Adult 25-54 Rating



Source: Nielsen Jan 15-18 LPM Live + Same Day



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During storm coverage, KIRO 7 Eyewitness News showed significant gains in every newscast over its impressive January average:

Adult 25-54 Rating

	January 16-19 Rtg.	% Increase over January Avg.
KIRO 7 Eyewitness News @ 4:30AM	1.6	+60%
KIRO 7 Eyewitness News @ 5AM	1.9	+46%
KIRO 7 Eyewitness News @ 6AM	2.1	+50%
KIRO 7 Eyewitness News @ 12N	1.8*	+50%
KIRO 7 Eyewitness News @ 5PM	3.7*	+61%
KIRO 7 Eyewitness News @ 5:30PM	4.0*	+82%
KIRO 7 Eyewitness News @ 6PM	3.4*	+55%
KIRO 7 Eyewitness News @ 11PM	3.9*	+22%

**Nielsen was unable to deliver Seattle data for Thursday, January 19th (after 6AM) due to severe weather. Data reflects ratings from Jan 16-18.*



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Seattle area viewers know they can turn to KIRO 7 Eyewitness News, both on-air and online, for the news and information they need.

During the January 2012 storm*...

Mobile:

1.7 million page views

kirotv.com:

4.5 million page views

Video views:

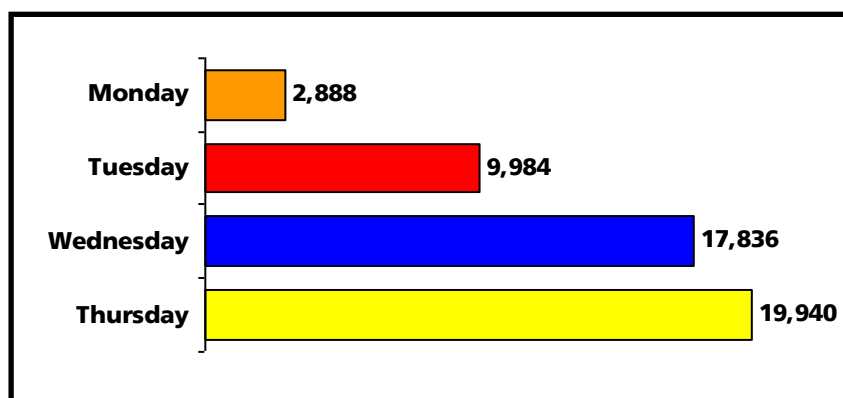
182,578

Live newscast video:

54,570 newscast views online and nearly 1 million minutes of live newscast video viewed

As the intensity of the storm increased, more Seattle news viewers tuned in to KIRO 7 Eyewitness Newscasts streaming live online:

Live Newscast Video Views



*Sunday January 15th through the morning of January 20th

Source: SiteCatalyst, Brightcove



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KIRO 7 EYEWITNESS NEWS Is a Cox Media Group Station and CBS Affiliate Serving Western Washington

About Cox Media Group

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.