



PRESS RELEASE

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HAMPTON ROADS ONCE AGAIN HAS ITS DAY IN COURT

Area's only network owned and operated station continues success with popular court programs.



Portsmouth, Va. June 2, 2010: Once again WGNT-TV, CW 27, has proven that when it comes to court shows the Seven Cities loves to be judged. In the recently completed May 2010 ratings period the station's line up Judge Judy, Judge Joe Brown, Judge Alex, Judge Mathis and Divorce Court ruled the airwaves. At 6 p.m. Judge Judy continued her long running success finishing the sweeps ahead of the WTKR 6:00 news for the 12th consecutive May ratings period*. Local stations and advertisers traditionally look at May as the most critical sweeps period of the television season. Advertising rates for summer and fall are based on the results of the May Nielsen Station Index.

WGNT Vice President and General Manager Steven Soldinger is pleased, but not surprised, at Judy's performance. "This sure is no fluke" said Soldinger "12 consecutive years is a clearly defined pattern and beating local news is especially satisfying. For a local station to beat news with shows like Judy one or even two times is quite unique, but 12 consecutive times is unheard of in our business. It is a testament to the strength of the station and to the advertisers who support our efforts". In addition to Judge Judy's success, Divorce Court, airing weekday mornings at 10:00, finished first in the time period** beating Rachel Ray, The Today Show (hour 3) and Millionaire. Also, at Noon Judge Mathis finished ahead of WAVY's mid-day newscast.

The ratings success for Judge Judy and her fellow TV barristers form a long-running foundation of success for WGNT. The station features 6 hours of court programming each day, along with two hours on Saturday. Each of the court programs regularly compete for the top ratings in its respective time period often finishing first or second during the day and second or third in the evening hours.

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WGNT-TV May Sweeps Success—page two

In addition to the success of the court shows WGNT's Dr. Phil (weekdays at 5 p.m.) enjoyed some resurgence in the May sweeps beating WTKR's 5:00 and 5:30 news. This made WGNT the third most watched station in the market from 5 – 8 p.m. each weekday. At night WGNT maintained its position as one of the top rated affiliates for The CW Network. The CW is a partnership between CBS, owners of the Portsmouth Station, and Warner Brothers Studios.

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* *Source: Wrap Sweep--Daypart Analysis. HH Ratings. Nielsen Station Index: Norfolk, Portsmouth, Newport News Va. May 1999 – May 2010.*

** *Source: Nielsen Overnight Ratings. May '10 Sweep Live + SD*

