



## Press Release

For Immediate Release

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### LIN TV Web Sites Rank Number One in 13 of 15 Markets

PROVIDENCE, April 28, 2009 – LIN TV Corp. (NYSE: TVL), a local television and digital media company, today announced that it has the number one web site out of all news and media web sites in 13 of 15 of its measured markets<sup>1</sup>, based on March, 2009 data released by comScore, Inc., an industry leading digital marketing intelligence provider.

The results are based on “average time spent on site”, a key performance indicator measuring how engaged users are with a web site’s content, and compare to 8 number one web sites in 15 of LIN TV’s markets measured by comScore in March, 2008.

LIN TV’s markets that were ranked number one include:

Albuquerque - [www.krqe.com](http://www.krqe.com), [www.kasa.com](http://www.kasa.com)  
Austin - [www.kxan.com](http://www.kxan.com), [www.thecwaustin.com](http://www.thecwaustin.com)  
Buffalo - [www.wivb.com](http://www.wivb.com), [www.cw23.com](http://www.cw23.com)  
Dayton - [www.wdtn.com](http://www.wdtn.com)  
Ft. Wayne - [www.wane.com](http://www.wane.com)  
Grand Rapids - [www.woodtv.com](http://www.woodtv.com), [www.wotv.com](http://www.wotv.com), [www.wxsp.com](http://www.wxsp.com)  
Green Bay - [www.fox11online.com](http://www.fox11online.com)  
Indianapolis - [www.wishtv.com](http://www.wishtv.com), [www.myndy.com](http://www.myndy.com)  
Providence - [www.wpri.com](http://www.wpri.com), [www.foxprovidence.com](http://www.foxprovidence.com)  
Springfield - [www.wwlp.com](http://www.wwlp.com)  
Terre Haute - [www.wthitv.com](http://www.wthitv.com)  
New Haven - [www.wtnh.com](http://www.wtnh.com), [www.myzone.tv](http://www.myzone.tv)  
Lafayette (IN) - [www.wlfi.com](http://www.wlfi.com)

“LIN TV consistently ranks number one in the overwhelming majority of our markets, proving that our web sites are top of mind, bookmarked destinations for both new and loyal viewers in our local markets,” said LIN TV’s Senior Vice President New Media Robb Richter.

In the fourth quarter of 2008, LIN TV announced a partnership with FOX Interactive Media (FIM) to redesign and launch its new local television station web sites on FIM’s digital platform. As a result, LIN TV’s web site users enjoy a better user experience, are more engaged and its advertisers achieve better results from ads they place on LIN TV’s local web sites.

“We spent considerable time researching users’ needs and goals in order to develop optimum web sites. As a result, we truly are providing our customers with the ultimate, in-depth experience across multiple platforms, while capturing new business opportunities,” added Richter.

According to Omniture, Inc., an online marketing and web analytics company, LIN TV’s “average time spent on site”, was 26 minutes, 57 seconds for the first quarter 2009, compared to 9 minutes, 44 seconds for the same period in 2008, an increase of 177%.

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<sup>1</sup>According to custom categories defined by LIN TV based on the web sites of its respective market competitors.

## **About LIN TV**

LIN TV Corp., along with its subsidiaries, is a local television and digital media company, owning and/or operating 27 television stations in 17 U.S. markets, all of which are affiliated with a national broadcast network. LIN TV's highly-rated stations deliver important local news and community stories, along with top-rated sports and entertainment programming, to 9% of U.S. television homes, reaching an average of 11 million households per week.

LIN TV is also a leader in the convergence of local broadcast television and the Internet through its television station web sites and a growing number of local online innovations that reach 15% of U.S. broadband households. LIN TV is traded on the New York Stock Exchange under the symbol "TVL". Financial information about the company is available at [www.lintv.com](http://www.lintv.com).

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