



## PRESS RELEASE

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### **Mark Higgins Named Vice President, General Manager of LIN TV's WTNH-TV/WCTX-TV**

PROVIDENCE, R.I., June 24, 2009 - LIN TV Corp. (NYSE: TVL), a local television and digital media company, today announced the appointment of Mark Higgins as Vice President, General Manager of its Hartford-New Haven duopoly WTNH-TV/WCTX-TV.

Mr. Higgins joins LIN TV from the advertising agency The Spark Group in Phoenix, Arizona, where he held the position of Chief Operating Officer and Managing Partner. While in that role, he was responsible for day-to-day operations, including new business development and growing profitability. Prior to The Spark Group, Mr. Higgins was President/General Manager of Belo Corp.'s KTVK-TV and KASW-TV in Phoenix from 2002 to 2008. Mr. Higgins has worked in the television broadcast industry since 1982 and assumed roles as General Manager, Station Manager and Local and National Sales Manager.

Mr. Higgins will provide leadership and operational management for LIN TV's duopoly in the 30<sup>th</sup> largest Demographic Market Area and advertising market in the country. He will report to Scott Blumenthal, LIN TV's Executive Vice President Television.

In announcing the appointment, Mr. Blumenthal said: "Mark's forward-thinking approach to sales, news and community involvement, along with his rich understanding of both our traditional media and our many new platforms, make him an ideal choice to manage two of our leading television stations. We are pleased to welcome Mark to the team."

Active in industry affairs, Mr. Higgins held the roles of chairman and vice chairman of the FOX affiliates' board of governors from 2000 through 2002. He has also served as a board member of the Television Bureau of Advertising's Sales Advisory Committee and the CBS Marketing Advisory Council, as well as various other local and national affiliations. Mr. Higgins attended the University of Arizona and has served as an instructor at Arizona State University and the University of Tampa's postgraduate mass communications' program.

#### **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).