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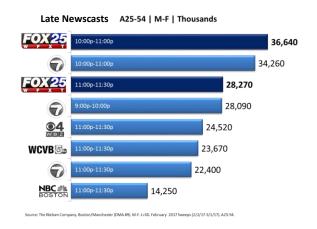
March 2, 2017

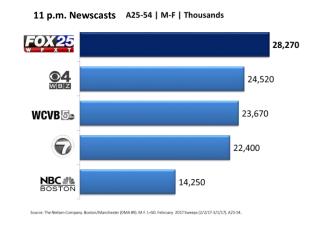
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FOX25 IS THE #1 RATED NEWSCAST AT 10PM AND 11PM

Dedham, Mass.

In the critical first major sweeps month of the new local news landscape in Boston, FOX25 asserted itself as the **number one late local news** at both 10 p.m. and 11 p.m. In the advertiser-coveted demographic of Adults 25 to 54, FOX25 delivered a 1.5 rating Monday through Friday, and Monday through Sunday. At 11 p.m. FOX25 posted a 1.2 rating in Adults 25 to 54, Monday through Friday, outperforming the nearest competitor by 20%.



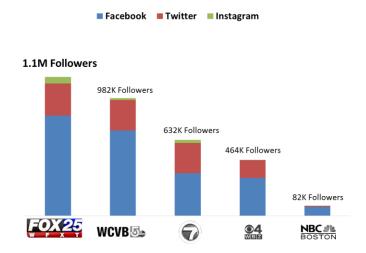


Consistent investigative and breaking news coverage helped propel FOX25 News at 10 and 11 p.m. to **number one**. Over the month of February, FOX25's late news gave viewers unique, exclusive stories found nowhere else. This kind of enterprise journalism on a nightly basis is part of the reason why FOX25 10 p.m. news has been the **number one late news**, Monday through Friday, for four straight months.

In morning news, FOX25 continues to perform well, capturing 26% of the entire local morning news audience. FOX25 Morning News at 7 a.m. is the number one local newscast in that time period. In fact, of the 19 local newscasts airing from 4-10 a.m., FOX25 News at 7 a.m. is the third highest rated. At 5 and 6 a.m., FOX25 Morning News is the only local station to grow share every quarter hour.

FOX25 also has the fastest growing evening news block, increasing audience by 39% compared to January performance.

FOX25 continues to dominate all digital platforms as well, growing its position as Boston's #1 media property, in social fans and followers. <u>FOX25Boston.com</u> had its best month ever, increasing visits year to year by 37% and page views by a whopping 56%. FOX25's Facebook page enjoyed the same kind of success, reaching 42 million people in February.



FOX25's consistent leading performance comes at a pivotal moment in the Boston-Manchester DMA. "In my nearly four decades of working in local television, I've never seen a team so committed to serving the viewers on every screen, every day," said FOX25 Vice-President and General Manager, Tom Raponi. "From alerting people to breaking news and severe weather to producing investigations that lead to change, our team is delivering the news that matters to Boston and all of New England. Viewers have more choices than ever and that means the level of competition is also higher than ever. That viewers made us their #1 choice for local news at night is tremendously rewarding and humbling." Added FOX25 News Director Mike Oliveira, "It's great to see our team rewarded for their commitment to delivering local news stories that matter to the people we serve."

FEBRUARY SWEEP HIGHLIGHTS

- FOR THE 4th CONSECUTIVE SWEEP, FOX25 NEWS AT 10P IS THE #1 RATED LATE NEWS PROGRAM IN THE MARKET M-F
- FOX25 NEWS AT 11P IS THE #1 11P NEWSCAST & #3 RATED LATE NEWS PROGRAM IN THE MARKET M-F
- FOX25 IS THE #1 LOCAL NEWSCAST AT 7A M-F
- FOX25 IS THE FASTEST GROWING EVENING NEWS, OUTPACING THE NEAREST COMPETITOR BY 33%
- FOX25 REMAINS THE #1 MEDIA PROPERTY IN THE MARKET IN SOCIAL FANS AND FOLLOWERS

About Cox Media Group

Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of CoxReps. Additionally, CMG owns Cox Target Media, which operates Valpak, one of North America's leading direct marketing companies, and Savings.com, a leading online source for savings. The company's operations currently include 14 broadcast television stations and one local cable channel, more than 60 radio stations, six daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 20 media markets and reaches approximately 52 million Americans weekly, including more than 31 million TV viewers, more than 3.5 million newspaper readers, and more than 14 million radio listeners. For more information about Cox Media Group, please check us out online at www.coxmediagroup.com.