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KBNT-17 SHINES IN THE COMPETITIVE FEBRUARY SWEEPS
Univision Station is #1 in Significant Time Periods with Key Demos Regardless of Language

SAN DIEGO, CA, March 29, 2007 – San Diego young TV viewers prefer Spanish-language KBNT, Channel 17, over all other English and Spanish-language stations in market, according to the Nielsen Station Index (NSI) demographic data for the February 2007 sweep period. The study reveals that Univision KBNT-17 is number one among all San Diego's local stations for viewers ages 18 to 34 during morning, daytime, news and weekend access. Even more, Noticias 17 at 6pm is the #1 local newscast among A18-34, A18-49 & A25-54. The February 2007 sweep covers the period from February 1 to February 28, 2007, and is one of the four, four-week periods each year, in which TV audiences are measured nationwide to set advertising rates. Highlights from the survey include the following:

- **Morning M-F/7-10A** – Despierta America not only stayed ahead of the morning shows competition among A18-34, but also showed a tremendous growth from last year, +120%.
- **Daytime, M-F/10A-4P** – The Univision talk shows and novelas are clearly the first choice for San Diegan's 18-34; with Casos de Familia leading the daypart.
- **Early Fringe, M-F/4-6P** – KBNT ranks #2 in all key demos during this time period. El Gordo y La Flaca is second to Oprah, leading all the other stations by more than double. This entertainment magazine experienced growth of +27% year to year among A18-49 and +86% among A25-54.
- **Early Local News, M-F/6-6:30P** - Noticias 17 at 6pm, with anchors Claudia Rodríguez and Ricardo Vela, **ranks #1 among local newscasts with Adults 18-34 and Adults 18-49, and for the first time ever ties for #1 with Adults 25-54.** Furthermore, it achieves more ratings than all other stations combined among Adults 18-34. In addition, "Noticias 17" posted year to year audience growth among all key demos: +77% with A18-34, +78% with A18-49 and +64% with A25-54.
- **Network News, M-F/6:30-7P** - Continuing the trend from the 6pm newscast, "Noticiero Univision" was once again the #1 news program in the market with Adults 18-34 & Adults 18-49, and #2 with Adults 25-54. Noticiero Univision delivered ratings twice as high as last year's ratings.
- **Prime Time M-F/7-11P** – Univision's novelas remained competitive in the market. Duelo de Pasiones from 7p-8p was second to The Simpson's among A18-34 and A18-49. La Fea Mas Bella delivered strong ratings among A18-34 outperforming KGTV-10 (ABC) from 8p-9p. The 9p-10p novela experienced the biggest growth in prime time year to year, +133% in A18-34, +80% in A18-49 and +100% in A25-54. Aqui y Ahora was the show with the highest rating from the "Variety Block" (M-F 10p-11p) among A18-34, ranking second among all stations on Thursday night.
- **Late News, M-F/11-11:30P** - Noticias 17 at 11 pm, with anchors Mariaté Ramos and Ricardo Vela, ranks #1 among local newscasts with Adults 18-34.

- **Late Network News, M-F/11:30P-12A** – Competing against Jay Leno and David Letterman, Enrique Gratas of Noticiero Univision: Ultima Hora earns the #1 spot with Adults 18-34.
- **Weekend Early Local News, S-S/6-6:30P** - Noticias 17 on Sunday, with anchors Ana Velia Guzmán and Marco Serrano, ranks #1 among local newscasts with Adults 18-34.
- **Weekend Network News, S-S/6:30-7P** – Sunday's network news ranks #1 among all the key demos, showing an impressive year to year growth, +280% in A18-34, +228% in A18-49 and +400% in A25-54. Saturday's newscast ranked #2 among all key demos.
- **Weekend Access, S-S/7-8P** – On Saturday, Casos de Familia ranked #1 among A18-34 providing a great lead-in for Sábado Gigante. On Sunday, La Hora Pico delivered one of the highest ratings of the February sweeps, leading the time period among A18-34.
- **Weekend Late Local News, S-S/11-11:30P** - Noticias 17 on Saturday and Sunday, with anchors Ana Velia Guzmán and Marco Serrano, ranks #1 among late local newscasts with Adults 18-34 and Adults 18-49. On Saturday, the newscast's ratings were 4 times higher than last year in all key demos. On Sunday, Noticias 17 experienced year to year growth of +73% among A18-34, +60% among A18-49 and +20% among A25-54.

KBNT-17 is an Univision affiliate owned by Entravision Communications Corporation. Entravision Communications Corporation is a diversified Spanish-language media company utilizing a combination of television, radio and outdoor operations to reach approximately 70% of Hispanic consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision's TeleFutura network, with television stations in 20 of the nation's top 50 Hispanic markets. The company also operates one of the nation's largest centrally programmed Spanish-language radio networks, which serves 23 markets via 52 owned and/or operated radio stations. The company's outdoor operations consist of approximately 11,100 advertising faces concentrated primarily in Los Angeles and New York. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC

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