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KBNT-17 HAS ANOTHER SOLID SWEEP PERIOD IN BOTH NSI AND NHI
Univision Station is #1 in Significant Time Periods with Key Demos Regardless of Language

SAN DIEGO, CA, June 25, 2007 – For two consecutive sweep periods, San Diego TV viewers keep turning to Spanish-language KBNT, Channel 17, from all other English and Spanish-language stations in market, according to the Nielsen Station Index (NSI) demographic data the May 2007. The study reveals that Univision KBNT-17 is number one among all San Diego's local stations for viewers ages 18 to 54 during morning, early fringe and news. Even more, Noticias 17 at 6pm is one more time the #1 local newscast among A18-34, A18-49 & A25-54. The May 2007 sweep covers the period from April 26 to May 23, 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 is the **#1 morning show in San Diego** among Adults 18-34, Adults 18-49 & Adults 25-54.
- **Daytime, M-F/10A-4P** – The Univision talk shows and novelas are clearly the first choice for San Diegan's 18-34. When looking at Hispanics only, Univision dominates the daypart with all the key adult demos.
- **Early Fringe, M-F/4-6P** – KBNT leads this daypart among Adults 18-34, and ranks #2 with Adults 18-49 & Adults 25-54, closely following Oprah.
- **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, Adults 18-49, and Adults 25-54.** Furthermore, it achieves more ratings than all other stations combined among Adults 18-49. In addition, "Noticias 17" posted year to year audience growth among all key demos: +20% with A18-34, +38% with A18-49 and +100% with A25-54.
- **Network News, M-F/6:30-7P** - Continuing the trend from the 6pm newscast, "Noticiero Univision" is once again the **#1 news program** in the market with Adults 18-34, Adults 18-49, and Adults 25-54.
- **Prime Time M-F/7-11P** – Univision's novelas remain competitive in the market. Duelo de Pasiones from 7p-8p is second to The Simpson's among A25-54. The 9p-10p novela experienced tremendous growth year to year, +44% in A18-49 and +143% in A25-54. Casos de la Vida Real, which airs on Friday 10p-11p, ranks #1 among A18-34, and #2 among A18-49.
- **Weekend Early Local News, S-S/6-6:30P** - Noticias 17 on Saturday, with anchors Ana Velia Guzmán and Marco Serrano, ranks #1 among local newscasts with Adults 18-49 & Adults 25-54.
- **Weekend Network News, S-S/6:30-7P** – Saturday's network news ranks #1 among all the key demos, showing impressive growth. Sunday's newscast ranks #1 among Adults 18-49.
- **Weekend Access, S-S/7-8P** – On Saturday, Casos de Familia ranks #1 among A25-54 providing a great lead-in for Sábado Gigante.

- **Weekend Prime, Sat/8-11P** – On Saturday, Sábado Gigante ties with KFMB for #1 among A18-49 & A25-54, and ranks #2 among A18-34.
- **Weekend Late Local News, S-S/11-11:30P** - Noticias 17 on Saturday ranks #2 among late local newscasts with Adults 18-49 and Adults 25-54. On Sunday, KBNT newscast ranks #1 among Adults 18-49 & Adults 25-54.

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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