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WEIGEL
BROADCASTING CO.

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Weigel Broadcasting Co. Announces Key Management Changes

May 16, 2011 - Norman H. Shapiro, President of Weigel Broadcasting Co., announced today three changes with respect to the leadership of the company.

Neal F. Sabin, currently Executive Vice President of Weigel, has been appointed President of Content and Networks – Weigel Broadcasting Co. In this capacity, Sabin will be responsible for all programming for Weigel stations and owned and affiliated networks, the development of local and national multiplatform content, content marketing on all Weigel platforms, the generation of revenue and integration opportunities related to such multiplatforms, and strategic planning and the development of business opportunities for the Company. The appointment is effective immediately, and Mr. Sabin will report directly to Mr. Shapiro.

Shapiro said, “Our industry has changed enormously since Neal and I started together more than 16 years ago. As a small, independent broadcaster competing with the giants of the industry, many might have bet against our survival in the mid-90’s. But here we are...a recognized national leader in digital and multiplatform broadcasting and one of the premiere independent broadcasters in the country. We have been able to do so with courage and innovation, with much of the courage and innovation being Neal’s. Fundamentally, Neal combines the guts to try new things with the creativity and practicality to make them work and a passion to succeed that doesn’t quit. There is no one in the country more able than he to handle this new position; and there is no one I would trust more with this responsibility for the Company and its future.”

Shapiro also announced that effective on or about June 1, John R. Hendricks will become Weigel Broadcasting Co.’s Executive Vice President of Sales. In this newly created position, he will be responsible for all sales personnel and sales operations of the Company. This includes not only the Weigel stations in Chicago, Milwaukee and South Bend, but also Weigel’s new classic broadcast network, Me-TV. He also will be also be responsible for developing new revenue opportunities for the Company and, in concert with Sabin, developing revenue-related strategy for multiplatform, digital and web opportunities.

Hendricks most recently has been Executive Vice President of Sales for Tribune Broadcasting Company, where he supervised all sales operations for the Tribune’s television stations, Superstation WGN America, WGN Radio and related websites and digital channels. He has also been a Senior Vice President of Sales and a Vice President of Sales for the Tribune, among other positions.

Shapiro said, “I do not believe that there is anyone better suited than John Hendricks to take on the strategic and operational leadership of Weigel’s strong sales teams. His experience, knowledge, contacts, and overall media savvy are unquestioned and nationally respected. John

is someone who makes a difference. We look forward to his mentoring, his creativity, and his leadership.”

Hendricks said, “I'm excited to be joining a broadcasting group as unique as Weigel. I have always admired their ability to be innovative and competitive in an increasingly fragmented marketplace. I'm eager to work with an organization that's agile and willing to take risks to get things done. There's tremendous potential for growth and success in the future.”

Shapiro also announced that effective on or about June 1, Robert J. Ramsey will become Weigel's Vice President and General Manager of WCIU-TV Chicago. Together with WCIU, The U and its five multicast streams, his responsibility will include Weigel's four Chicago low powers and operational authority over Weigel's South Bend properties, including its ABC affiliate and news operation.

Ramsey has held general manager positions with the Tribune's Fox affiliate in Sacramento and its CW affiliate in San Diego. Prior to that, he was the station manager for WGN-TV and Superstation WGN in Chicago.

Shapiro said, “We feel very fortunate to have Bob joining Weigel. He is the consummate professional with enormous media experience on a number of platforms. He is tested in the challenges that we in media face today. As Weigel continues to grow, we know that his leadership, his integrity, and his collaborative management style will bring increased credibility and viability to Weigel.”

Ramsey said, “I am excited to join the most innovative group in local television today. The work that Weigel is doing is industry leading. On top of that, I get to come home to Chicago. I look forward to helping WCIU and Weigel continue to grow and thrive.”

Shapiro and Sabin also jointly said, “This is an extraordinary day for Weigel. When we started together as a team some sixteen years ago, neither of us could imagine that Weigel would be where it is today and in need of two of the top professionals in the business like John and Bob. We welcome them to Weigel. And with the opportunities that are out there we all have a lot to do!”

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About Weigel Broadcasting Co.

Weigel Broadcasting Co. and affiliate companies own and operate The U/WCIU-TV 26.1, The U Too/ WCIU-TV 26.2, Me-TV/WCIU-TV 26.3, Me-Too/WCIU-TV 26.4, THIS/ WCIU-TV 26.5, WWME-CA 23, The U Too/WMEU-CA 48 in Chicago, IL; CBS/WDJT-TV 58.1, WMLW/WDJT-TV 58.2, THIS/WDJT-TV 58.3, Shorewest TV/WDJT-TV 58.4, WMLW-CA 41, WMLW-LD 41.1, Me-TV/WBME-TV 49.1, Telemundo/WBME-TV 49.4, Telemundo/WYTU-LD 63.1, Me-TV/WYTU-LP 63 in Milwaukee, WI; and ABC/WBND-LD 57.1, Me-TV/WBND-LD 57.2, CW/WCWW-TV 25.1, THIS/WCWW-TV 25.2, My Michiana/WMYS-TV 69.1 in South Bend, IN. Weigel Broadcasting Co. also owns and operates the Me-TV, Memorable Entertainment Television network and in collaboration with MGM, created and operates THiStv Network.