



FORECAST FOR NBC WEATHER PLUS GROWTH IS CLEAR: DIGITAL NETWORK CONFIRMS AGREEMENTS WITH FOUR MORE AFFILIATE GROUPS, REACHES 67% OF US

Expansion Announced as NBC Universal Affiliates Gather for Annual Meeting

New York, NY – March 30, 2005 – It's continued clear skies for NBC Weather Plus, as the nation's first all digital 24/7 network announces broadcast agreements with Sunbeam Television, Liberty Corporation, Sunbelt Communications and Bonneville International. News of the network's expansion comes as NBC Universal hosts its annual affiliates meeting in New York. At this same meeting one year ago, the NBC Affiliate Futures Committee unveiled its plan for NBC Weather Plus, a joint venture between the network and its affiliates. Today, just four months after its launch, the breakthrough network is affiliated with station owners that reach 67% of U.S. households.

"We created NBC Weather Plus to tap the tremendous potential of digital over-the-air broadcast technology and enable our affiliates to better serve their local markets," said Brandon Burgess, NBC Universal executive vice president and co-chair of the NBC Affiliate Futures Committee. "Its success is the sign of great things to come."

NBC Weather Plus' 50 affiliates now include the following stations: Sunbeam Television's WHDH (Boston, MA); Liberty Corporation's KCBD (Lubbock, TX), KPLC (Lake Charles, LA), WAVE (Louisville, KY), WIS (Columbia, SC), WLBT (Jackson, MS) and WSFA (Montgomery, AL); Sunbelt Communications' KVBC (Las Vegas, NV) and KRNV (Reno, NV); Bonneville International's KSL (Salt Lake City, UT); and Univ. of Missouri's KOMU (Columbia/Jefferson City, MO). Hearst Argyle Television, which has been committed to NBC Weather Plus since its mid-November launch, added WBAL (Baltimore, MD) and WYFF (Greenville-Spartanburg, SC) to its list of stations.

"This network is redefining local weather reporting," noted Jay Ireland, president of NBC Universal Television Stations and chairman of the NBC Weather Plus Board of Directors. "With these added stations, NBC Weather Plus continues its expansion across the U.S. and enables our viewers to enjoy the hyper-local weather coverage they crave."

NBC Weather Plus has already provided comprehensive coverage this year, as severe snow conditions blanketed the East Coast and the West Coast battled torrential rains and mudslides. During the January blizzard, for example, NBC Weather Plus affiliates across the region joined forces to provide up-to-the-minute, localized storm coverage in the

- more -

cities most affected by the storm; those local stories and video reports were then used to supplement NBC Nightly News broadcasts. NBC Weather Plus already has plans in place for the upcoming Atlantic hurricane season, when it will provide in-depth updates every 15 minutes, live weather crawls, hurricane watch and live briefings from the National Hurricane Center in Miami, as storms approach.

“We’re thrilled to join the growing list of NBC Weather Plus affiliate stations, and provide Boston viewers with more comprehensive weather reports delivered by the WHDH team they trust,” added Mike Carson, vice president and general manager for WHDH.

About NBC Weather Plus

NBC Weather Plus combines national and local weather coverage with in-depth, live reports throughout the day from trusted local meteorologists, backed by the strength of the NBC News network. When viewers tune into NBC Weather Plus, the network’s distinctive “L Bar” on the perimeter of the screen provides current temperatures as well as five-day and hour-by-hour forecasts in real time, 24 hours a day, seven days a week, even during commercials – a first for any network.

NBC Weather Plus Affiliates

<u>Station</u>	<u>DMA</u>	<u>Station Owner</u>
WNBC*	New York, NY	NBC
KNBC*	Los Angeles, CA	NBC
WMAQ*	Chicago, IL	NBC
WCAU*	Philadelphia, PA	NBC
WHDH	Boston, MA	Sunbeam Television Corp.
KNTV*	San Francisco, CA	NBC
KXAS*	Dallas – Ft. Worth, TX	NBC
WRC*	Washington, DC	NBC
WDIV*	Detroit, MI	Post-Newsweek Stations Inc.
KPRC*	Houston, TX	Post-Newsweek Stations Inc.
KING*	Seattle, WA	Belo Corp.
WKYC*	Cleveland, OH	Gannett Television Group
WTVJ*	Miami, FL	NBC
KUSA*	Denver, CO	Gannett Television Group
KCRA*	Sacramento, CA	Hearst-Argyle Television
WESH*	Orlando, FL	Hearst-Argyle Television
WBAL	Baltimore, MD	Hearst-Argyle Television
KGW	Portland, OR	Belo Corp.
KNSD*	San Diego, CA	NBC
WVIT*	Hartford, CT	NBC
WCNC	Charlotte, NC	Belo Corp.
WNCN*	Raleigh, NC	NBC
WCMH*	Columbus, OH	NBC
WYFF	Greenville-Spartanburg, SC	Hearst-Argyle Television
KSL	Salt Lake City, UT	Liberty
WOAI	San Antonio, TX	Clear Channel Communications, Inc.

WVTM*	Birmingham, AL	NBC
WMC	Memphis, TN	Raycom Media, Inc.
KFOR	Oklahoma City, OK	New York Times Co. Broadcast Group
WXII*	Winston-Salem, NC	Hearst-Argyle Television
WJAR*	Providence, RI	NBC
WAVE	Louisville, KY	Liberty
KVBC	Las Vegas, NV	Sunbelt
WPMI	Mobile, AL/Pensacola, FL	Clear Channel Communications, Inc.
WNWO	Toledo, OH	Raycom Media, Inc.
KHNL	Honolulu, HI	Raycom Media, Inc.
WSTM	Syracuse, NY	Raycom Media, Inc.
WAFF	Huntsville – Decatur, AL	Raycom Media, Inc.
WIS	Columbia, SC	Liberty
KWWL	Waterloo – Cedar Rapids – Dubuque, IA	Raycom Media, Inc.
WLBT	Jackson, MS	Liberty
WPBN	Traverse City – Cadillac, MI	Raycom Media, Inc.
WSFA	Montgomery, AL	Liberty
KRNV	Reno, NV	Sunbelt
KOMU	Columbia/Jefferson City, MO	University of Missouri
WECT	Wilmington, NC	Raycom Media, Inc.
KCBD	Lubbock, TX	Liberty
WDAM	Hattiesburg – Laurel, MS	Raycom Media, Inc.
KPLC	Lake Charles, LA	Liberty
WLUC	Marquette, MI	Raycom Media, Inc.

* *NBC Weather Plus currently available.*

About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates the No. 1 television network, the fastest-growing Spanish-language network, a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.

###

For more information, contact:

Mike Doyle
NBC Universal
212-664-2512
mike.doyle@nbcuni.com