



MyNDY TO DEBUT THE BEST OF IndyTube.tv A NEW INTERACTIVE TELEVISION PROGRAM

For Immediate Release

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Indianapolis, IN – February 25, 2008 – Due to the popularity of the **IndyTube.tv** website launched two weeks ago by LIN TV, the parent company of MyNDY, WISH-TV and WIIH – Univision Indiana, MyNDY Channel 23 will launch **The Best of IndyTube.tv** television program, the first local, on-air program of its kind that is based off of a local online video site.

“We’re taking the innovative concept of IndyTube.tv to the next level by giving the people of Central Indiana the opportunity to be on prime time television.” said Jeff White, president and general manager of LIN TV’s Indianapolis Market. “We look forward to highlighting creative, fun, innovative and humorous videos from our viewers. It is one thing to populate a video online; it is another to have that video broadcast on MyNDY on a Saturday night at 10:30pm.”

Fifteen minutes of fame and hours of fun, **IndyTube.tv** connects central Indiana online through a user generated video site focused on local talent and happenings. Unlike national websites, **IndyTube.tv**’s focus is on the local market and is the only local destination for great content.

The Best of IndyTube.tv will debut on Saturday, March 15, 2008 at 10:35 p.m. on MyNDY, Channel 23. This prime time program is hosted by one of central Indiana’s most popular radio personalities Dave Smiley, host of the “Smiley Morning Show” on WZPL-FM (Z99.5).

Dave Smiley, who joined Entercom Communications’ WZPL-FM 6 years ago, has become one of the top-rated morning DJs in the Indianapolis market. The “Smiley Morning Show” has received numerous fan awards from readers of *Indianapolis Woman* magazine, and *Nuvo* newsweekly. Active in the community, Smiley has led campaigns which have raised more than \$1.5-million for the Make-A-Wish Foundation of Indiana, more than \$100-thousand for victims of Hurricane Katrina, 120-tons of food for Gleaners Food Bank, and endless support for other local charities. Dave Smiley and “The Smiley Morning Show” can be heard weekdays from 5:00am to 10:00am on WZPL-FM (Z99.5).

MyNDY provides around-the-clock entertainment, news and local interest programming to the viewers of central Indiana. In cooperation with Indianapolis LIN Television station WISH-TV, MyNDY broadcasts “24-Hour News 8 at 10PM,” one of the markets only prime time newscasts. MyNDY is also known for its locally produced community and special interest programming such as the Emmy award winning “Steel Horse.” MyNDY, a My Network affiliate, is a LIN Television station serving more than 2,500,000¹ viewers. LIN Television (NYSE: TVL) delivers quality television, digital media and online news operations through 29 owned and/or operated television stations and websites in 17 U.S. markets, located primarily in the top 75 designated market areas, according to Nielsen Media. Financial information and overviews of our stations are available at www.lintv.com. ¹Estimate according to Indianapolis Nielsen Station Index (NSI).

Our producers will select videos for **The Best of IndyTube.tv** television show **based on their** entertainment value and ability to generate interest from a wide audience. Participants can increase their chances of having a video featured on **The Best of IndyTube.tv** by:

- Keeping segments :15 seconds to 2:00 minutes in length
- Avoiding commercial content. Videos may accomplish a commercial goal, but must be entertaining. Videos that are clearly commercial focused will be deleted.
- Including audio! We want to hear what is being said and be able to understand it. Due to music licensing issues we can not use copyrighted music in the show.
- Using high resolution files. Upload at a high quality level. A good gauge is 1 MB per :30 seconds of footage, we don't require HD video.
- Keeping opens and credits less than 10% of the total video time.

Posting videos to **IndyTube.tv** is as easy as clicking the "Upload" button. New users will need to "Sign In" before their first upload. From the upload screen, video files can be posted, given a title and description. Videos will be LIVE on the site within minutes after being approved by the IndyTube.tv editors.

IndyTube.tv is LIVE now and users are encouraged to start uploading and return frequently to learn about prizes and incentives.

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