



LIN Media Expands Digital Portfolio with Investment in Nami Media

Providence, RI -- November 29, 2011 -- LIN TV Corp. ("LIN Media"; NYSE: TVL), a local multimedia company, today announced that it has expanded its digital portfolio by acquiring a majority ownership position of Nami Media Inc., an online marketing and technology company, based in Los Angeles, California

Nami Media is one of only a few companies that are primarily focused on the growing marketplace of online traffic quality management into CPC ("cost per click") advertising. Founded in 2001, Nami Media's unique online performance technology empowers advertisers, publishers and other network partners to improve the effectiveness of their online advertising campaigns by qualifying web site traffic, selecting the most relevant feeds and ad units, as well as delivering valid "clicks" in real time, which also protects advertisers from low quality queries or potential click fraud.

LIN Media's investment in Nami Media fills an important niche in the Company's growing suite of digital product offerings and furthers its goal to be advertisers' preferred choice for multiplatform marketing opportunities. Since the launch of LIN Media's digital business in 2007, the Company has increased digital revenues by more than 300%.

"Performance marketing is one of the fastest growing areas of Internet advertising and our investment in Nami Media provides us with technology and synergies to maximize the effectiveness of our customers' online advertising campaigns," said Vincent L. Sadusky, President & Chief Executive Officer of LIN Media. "Through this transaction, we have acquired a majority ownership position in a well-run company that will augment our Company's digital business."

"We are excited about this tremendous opportunity to be part of LIN Media's impressive portfolio of multiplatform assets," said Alex B. Cory, Chief Executive Officer of Nami Media. "It represents a very important piece of our strategy to significantly grow our business and enhance our already powerful reach in the traffic quality and CPC marketplace."

About LIN Media

LIN Media is a local multimedia company that operates or services 32 network-affiliated broadcast television stations, interactive web sites and mobile products. The Company's digital businesses offer innovative online technologies and solutions that deliver measurable results to advertisers. LIN TV Corp. is traded on the NYSE under the symbol "TVL".

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