

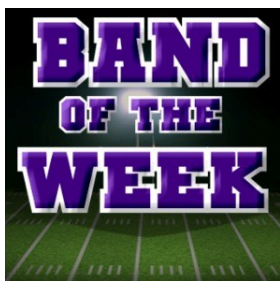


●●● BIM Unveils “Green” Local Revenue Program ●●●



This time of year, the world is awash with bright holiday colors. But moving into December, BIM wants you to start thinking GREEN. Our newest Local Revenue Program is now live in 6 markets, including Hampton/Norfolk, VA (WVEC.com) and New Orleans (WWLTV.com). Green provides news and resources for ecology-minded users, plus a well-defined marketing platform for advertisers eager to target that audience. Revenue is derived from selling sponsorships in an online directory. Contact your BIM LSM for details or a demo.

●●● Bands Draw BIG Traffic in Beaumont ●●●



KBMT12.com (Beaumont, TX - DMA 141) recently saw BIG success with their “Band of the Week” promotion. Staff used the BIM CMS survey content type to create a weekly feature for fans to vote online for the high school band with the best halftime show. Each Friday, the weekly winner was featured on the 6 and 10pm editions of the 12 News Sports Report. KBMT was able to secure local sponsor, Kinsel Toyota for both the on-air and online components.



The Band promotion drove solid traffic for KBMT12.com with week #9 receiving well over 100K pageviews. Keep this model in mind for Spring as it could easily be replicated for basketball and cheer squad performances!

Contact BIM for more traffic, promotion and revenue ideas!

● YouNews Winners & Wii™ ●



YouNews received thousands of spooky submissions in the **Halloween Hijinks** National Contest. Editors selected winners from 4 affiliate sites: WKTV, Best Pet Costume, KGTV, Scariest Costume, WISE, Best Kid's Costume and KLEW, Best Decorations. Congratulations to all and thanks to our affiliate partners.

The YouNews **Holiday Lights** National Contest runs from 12/14/09 to 1/8/10. Website visitors can upload photos and videos for a chance to win a Nintendo Wii™ and \$100 in games. Contact your BIM LSM for more details.

● 2010 National Contests ●

YouNews National Contests are a great way to increase revenue and traffic. All promotions include BIM-supplied prizing and a local sponsor opportunity. On deck in 2010:

- Weather - February 22 to March 22
- Cutest Kid - April 19 to May 17
- Post Your Pets - July 12 to August 9
- Halloween - October 11 to November 8
- Holidays - December 6 to January 3

Dates are subject to change. Contest name, prizing details, category specifics and marketing materials available 60 days out. Contact your BIM LSM or visit younewstv.com/promotions.

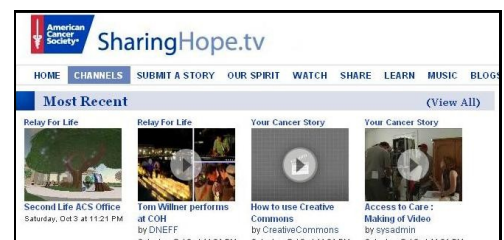
● New BIM Sites ●

WFAA.com - Dallas/Ft Worth
KMOV.com - St. Louis
KGW.com - Portland
WCNC.com - Charlotte
WVEC.com - Hampton
KHOU.com - Houston
KENS5.com - San Antonio
WWLTV.com - New Orleans
KVUE.com - Austin
WHAS11.com - Louisville
KTVB.com - Boise
SharingHope.tv - National

● YouNews Grows 24% - Adds SharingHope.tv ●

For 4th quarter, BIM is pleased to report 24% growth in total number of YouNews platform affiliates, now at 88 websites across 73 markets. The October/November increase came primarily from new local media partner, Belo Corp, which recently launched 16 websites with BIM.

The platform also grew with the Nov. 23 launch of SharingHope.tv. The website, created and maintained by the American Cancer Society and now powered by YouNews, helps connect cancer survivors, their family, and friends through an active online community comprised of user generated video and photos.



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