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FOR IMMEDIATE RELEASE

Weather Central Clears the Way for KGW in Portland

New HD Forecasting Presents a Fresh Outlook for NewsChannel 8 Viewers

[February 21, 2008] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions is pleased to announce the success of the high definition launch with KGW Northwest NewsChannel 8 in Portland, Ore. As the first Portland station to produce and broadcast in true HD, KGW confidently supports Weather Central's proficient technology that helps enhance the TV viewer's experience.

"We have the smartest meteorologists in the Portland market. Now they have the very latest tools in their hands to tell the daily weather story." said Rod Gramer, Executive News Director at KGW. "Smart meteorologists, combined with the most advanced tools, means that KGW NewsChannel 8 viewers are getting the absolute best weathercasts in the Portland market."

Along with the new visually defined HD forecasts provided by the Live Doppler 8000 and 3-D radar, KGW viewers observe a lucid showcase of Portland's skyline with the primary remote sky-cam. This spring, the KGW helicopter will also broadcast in full HD, enhancing aerial coverage of weather, traffic and breaking news.

KGW Northwest NewsChannel 8, which is part of the Belo Corp., is one of less than 10 percent of stations in the country who made the initiative to broadcast local news coverage in high definition. The HD news segments have over five times the sharpness and resolution of any other Portland television station's news. This upgrade required an imperative transition to replace and redesign the KGW studios and equipment so that the HD advancements leave viewers captivated by the custom graphics and enhanced weather forecasting systems.

"HD weather gives our viewers a much richer experience and brings the weather alive for them. We have worked with Weather Central to create what we call a 21st Century Weathercast that gives viewers the most realistic weather presentation possible." said Gramer.

"Working with a valued customer like KGW is always a good experience for us at Weather Central," said Ben Zimmerman, Director of On-Demand Services. "Our proven HD solutions have been seamlessly installed around the world and it's great to add KGW to our rapidly growing list of esteemed HD partners."

Weather Central's commitment to bringing viewers the highest quality of pictures in HD has positively impacted the presentation of weather coverage for KGW and continues to provide credible technology for its eminent clients all over the world.

For more information on the clear choice for HD call Weather Central at (608) 274-5789.

About Belo

Belo Corp. is one of the nation's largest media companies with a diversified group of market-leading television, newspaper, cable and interactive media assets. A *Fortune* 1000 company with 7,100 employees and \$1.6 billion in annual revenues, Belo operates in some of America's most dynamic markets in Texas, the Northwest, the Southwest, the Mid-Atlantic and Rhode Island. Belo owns 20 television stations, six of which are in the 15 largest U.S. broadcast markets. The Company also owns or operates six cable news channels and manages one television station through a local marketing agreement. Belo's daily newspapers are The Dallas Morning News, the Providence Journal, The Press-Enterprise (Riverside, CA) and the Denton Record-Chronicle (Denton, TX). The Company also publishes specialty publications targeting young adults, and the fast-growing Hispanic market, including Quick and Al Dia in Dallas/Fort Worth, and El D and La Prensa in Riveside. Belo operates more than 30 Web sites associated with its operating companies. Additional information is available at www.belo.com or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.

About Weather Central Inc.

Weather Central Inc., founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 customers worldwide enjoy the benefits of Weather Central's attention to detail and insight, serving their total weather graphics needs. Products and services available from Weather Central and its affiliated companies - MyWeather and WCInteractive - are: 3D:LIVE™, :LIVE™, and NBC Weather Plus weather presentation systems; ESP:LIVE™, storm tracking system; A.D.O.N.I.S. FutureCast® and A.D.O.N.I.S. MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn²™, severe weather crawl system; LIVE:Wire™, automated severe weather information alert system; Personal MicroCast® and Live Online™, individualized, online weather information and forecast products; ScreenWRITER® and SportsWRITER®, interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

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