



Channel 22 KWHY Completes its Relaunch and Becomes the Fastest Growing Los Angeles Spanish Language Station during February Sweeps!

KWHY 22 Returns to its Hyper Local Roots Providing its Audience and clients a Unique Blend of Carefully Curated Top Mexican Classic Movies in HD and 3 hours of Live Daily News!

Los Angeles, CA – March 3, 2017 – Meruelo Media, the leading minority-owned media group in Southern California completes the re-launch of its Iconic TV Station in Los Angeles and becomes the fastest growing Spanish language TV station in Los Angeles during the highly contested Nielsen February sweeps. *“What a great way to start this new KWHY era,”* stated Otto Padron, COO and President of the group, *“February ratings results confirm the strategy that bringing KWHY back to the future of hyper local content is the right course for our station.”* KWHY’s plan to remain true to its original Los Angeles Super Station roots has not only been praised by viewers, but also the advertising community seeking a unique audience profile. Padron concludes, *“Our February performance validates KWHY’s true heritage station status, and our new programming strategy is simply ‘Back to the Future’ of proven viewer success.”*

Here are some NSI Adults 18-49 highlights for February 2017 Sweeps:

- KWHY is **L.A.’s fastest growing Spanish station** based on month-to-month increases in average primetime ratings (**up 44%** from January 2017, M-F: 7-11P).

	Feb. '16	Nov. '16	Dec. '16	Jan. '16	Feb.'17	Year-Year vs. Feb.'16	Sweep-Sweep vs. Nov.'16	Month-Month vs. Jan.'17
22 KWHY	0.19	0.13	0.16	0.16	0.23	+21%	+77%	+44%
52 KVEA TEL	0.55	0.97	0.88	0.86	0.84	+53%	-13%	-2%
46 KFTR UMA	0.32	0.33	0.39	0.52	0.62	+94%	+88%	+19%
54 KAZA AZA	0.22	0.17	0.13	0.19	0.15	-32%	-12%	-21%
62 KRCA ETV	0.49	0.74	0.55	0.59	0.65	+33%	-12%	+10%
34 KMEX UNI	1.39	1.38	1.43	1.36	1.34	-4%	-3%	-1%

* Adults 18-49 NSI Ratings Primetime: M-F 7-11P

- KWHY’s weekday primetime movie continues to post solid numbers -- averaging 0.34 rating, **up 48%** from 0.23 in January, and *double* the time period average of 0.17 for MundoMax programming in the November 2016 Sweeps.
- KWHY’s average primetime ratings are **up 77%** from MundoMax programming in the November Sweeps (0.23 vs. 0.13), bested only by 88% Sweep-to-Sweep increase for KFTR.
- KWHY is beating KAZA in average primetime ratings (M-F: 7-11P), with 0.23 rating (vs. 0.15).
- Excluding KAZA’s four Friday evenings with FLM soccer matches, KWHY’s average primetime ratings are *double* those of KAZA’s regularly-scheduled primetime, with 0.23 rating vs. 0.11.
- Both of KWHY’s primetime weekday newscasts are posting ratings growth from January, with **43% increase** at 7P (0.10 rating), and **33% increase** at 10P (0.13 rating).

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