



Press Release

KTSF Presents Festival in Celebration of National Asian Heritage Month

San Francisco — March 31, 2006 — On Saturday, May 20, 2006, KTSF-TV and Paramount's Great America will celebrate National Asian Pacific American Heritage Month by hosting a one-day festival at Paramount's Great America in Santa Clara. The "KTSF Asian Family Heritage Celebration" runs 11:00am through 8:00pm and will feature four stages of live entertainment representing more than 25 Asian cultures from the East Asian, Southeast Asian, South Asian/Pacific Islander and Pan-American Asian communities.

Featured performances throughout the 100-acre theme park include the Nguyen Dance Company on the Southeast Asian Stage and Leung's White Crane Lion and Dance Company on the East Asian Stage. In addition to live entertainment, guests can purchase ethnic food, arts and crafts or learn more about professional services with in-language representatives. Guests can also enjoy all of Paramount's Great America's rides and attractions including the all-new SURVIVOR The Ride™, based on the hit CBS series, and Crocodile Dundee's Boomerang Bay Beach Club™. Kids can also meet their favorite Nickelodeon® characters including SpongeBob SquarePants™ and Jimmy Neutron™.

"For the past thirty years KTSF has been actively involved with the Bay Area's vibrant Asian American community," said KTSF General Manager Michael Sherman. He added, "The KTSF Asian Family Heritage Celebration recognizes the rich diversity of the market and all of us at KTSF and Paramount's Great America are proud to organize this event."

The Celebration is free to all Paramount's Great America attendees with Park admission. A special PGA Picnic Package which includes admission to the park and the Asian Family Heritage Celebration, plus an all-you-can-eat picnic is available on-line through www.SanFranciscoChinatown.com for \$35.99 per person.

The San Francisco Bay Area is the third largest Asian market in the United States and is home to 12% of all Asian Americans in the country. Asian Americans comprise 20% of the total Bay Area market with Chinese, Filipino, South Asian and Vietnamese being the largest groups. The Asian community in the Bay Area market experienced 60% growth between 1990-2003 and 72% of Asian Americans in the San Francisco area are foreign-born.

KTSF-TV is California's largest multilingual television station serving the rapidly growing Asian American marketplace. Established in 1976, KTSF is an independent, full-power station, providing the Bay Area's 1.4 million Asians with news, information and entertainment in twelve languages, including Mandarin, Cantonese, Vietnamese, Tagalog, Japanese, Korean and Hindi. In 1989, KTSF became the first broadcaster in the nation to carry a live Chinese-language newscast. Today, KTSF is the only broadcaster in the United States to air nightly, live Mandarin and Cantonese-language newscasts. KTSF's signal covers more than 2.75 million households in the San Francisco television market and is locally owned and operated by the Lincoln Broadcasting Company. In the Bay Area, KTSF is available over-the-air on channel 26 and on cable channel 8 on Comcast Cable throughout the market. DirecTV and Dish Network also carry KTSF.

CONTACTS:

Lisa Skriloff
Multicultural Marketing Resources, Inc.
Tel: 212-242-3351
Email: Infobroker1@aol.com

Michael J. Sherman
General Manager, KTSF-TV
415-468-2626 x 7399
Email: msherman@ktsftv.com