



CBS 46 Partners with Transit TV to Air Newscasts on Atlanta Marta Buses

Viewers will be updated with top stories and weather forecasts on more than 1,200 TV screens

ATLANTA (June 19, 2006) - CBS 46, WGCL-TV in Atlanta, has partnered with Transit TV, the largest transit broadcast network across North America, to provide CBS 46 News to MARTA bus passengers. CBS 46 News will provide five minute newscasts on all of the 1,200 television screens on Atlanta area MARTA buses, enabling passengers to catch up on "Tonight's Top Stories And Tomorrow's Forecast All In The First Five Minutes."

"This is another significant way that CBS 46 News is able to deliver our news while expanding our branding efforts," said News Director Rick Erbach.

CBS 46 News segments will be updated twice daily and using cutting edge WiFi technology will be transmitted to the MARTA buses. MARTA passengers will be able to view CBS 46 News seven days a week, generating CBS 46 News 1.4 million weekly impressions.

Transit Television Network (Transit TV) is installed on all 540 MARTA buses and is the largest transit broadcast network across North America. The company has quickly become a very attractive media option for advertisers to get their message out to a public that is increasingly relying on public transportation.

"Today's announcement reflects Transit TV's commitment to providing passengers with content that matters to them," said Gerry Noble, CEO and President of Transit Television Network. "Through this partnership, Transit TV now brings a schedule to MARTA bus riders that include local news, sports, entertainment and weather in a format that is concise and compelling."