

'WHIPNOTIC' TO DEBUT IN JANUARY ON KNBC AND KVEA



Car Culture, Style and Technology Featured in New Weekly Half-Hour Program Airing in English and Spanish

Burbank, CA., December 20, 2007 -- Southern California has more cars per capita than any other city in the Country. Its car culture sets the trends for the U.S. and the rest of the World. Starting in January, KNBC (NBC4) and KVEA (Telemundo 52) will air "Whipnotic," a new weekly, half-hour show for car enthusiasts of all ages. "Whipnotic" is a sleek, fast-paced program that covers anything and everything that's cool in the automotive world. From the latest gadgets and technologies to dramatic customizing techniques and mechanics for women, "Whipnotic" is aimed at car/motorcycle fanatics, but will appeal to non-aficionados as well. Mario Solis will host the English-language version of "Whipnotic" debuting on KNBC (Channel 4), Saturday, January 5th at 8:30PM. After the premiere, "Whipnotic" will air on Saturday afternoons on KNBC (check local listings or www.knbc.com/whipnotic for times). The program will also air on KNBC's Digital Channel 4.4 (which can also be seen on Time Warner Cable locally) at 8PM on Saturdays beginning on January 12th. Toni Romero will host the Spanish-language version, which will premiere in its regular time period on KVEA (Channel 52), Sunday, January 13th at 9:30AM.

Fred Roggin and Kip Epps will serve as executive producers. According to Roggin, "It's the first time that KNBC and KVEA have tried to produce a weekly show in two languages - which is also a first in the Los Angeles Market. Given Southern Californian's love for cars, we knew that this show would appeal to the entire market and wanted to produce it for the largest audience possible."

Al and Ed's Auto Sound is the presenting sponsor for the English-language telecast and will be giving away auto electronics on a weekly basis. The show will have a companion web site, www.knbc.com/whipnotic, that will feature automotive news and downloadable segments from the show.

Features in the first show include the Pomona Car Meet, the 40th Anniversary of Hot Wheels, the New Nissan GTR and a profile on Travis Pastrana.