



# Media Information

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## Penguins Season Opener Sets Ratings Record

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The biggest Penguins Opening Night audience in network history also ranks in the Top 5 of all Regular Season Game Telecasts

Friday night's telecast of the Pittsburgh Penguins season opening 2009-10 game versus the New York Rangers registered a 10.5 average HH rating on FSN Pittsburgh, according to Nielsen Media Research. The telecast, viewed by more than 120,500 households in the Pittsburgh DMA, set a new record rating as the highest ever for a Penguins season opening game telecast on the regional sports network. The game also falls into the top five of the highest rated regular season Pens games on FSN.

"Friday night defied ordinary on FSN," said Ted Black, Senior VP/General Manager, FSN Pittsburgh. "Our ability to showcase the Stanley Cup banner raising ceremony and Coach Bylsma's team pregame talk was a truly unique opportunity for fans and they proved that by the record number who tuned in for the opening season game on FSN Pittsburgh."

The previous high mark of 7.1 for a Penguins season opening game rating was set at the start of the 2005-06 season, Sidney Crosby's first as a Penguin.

FSN Pittsburgh led all FSN regional sports networks in NHL game ratings the past two seasons.

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FSN Pittsburgh telecasts more than 2,000 hours of local programming each year including the Pittsburgh Pirates, Penguins and Steelers. FSN Pittsburgh also carries athletic contests and programming from the University of Pittsburgh, West Virginia, and the WPIAL, among others. The network's extensive offering of live events and ancillary programming is also available in high definition on FSN HD and reaches 2.3 million cable and satellite homes in Pennsylvania, West Virginia, Ohio and Maryland. FSN Pittsburgh is a member of the Liberty Sports Group, which also includes the regional sports networks FSN Northwest and FSN Rocky Mountain (and sub-region FSN Utah). The three networks combined reach more than 8.5 million viewers across 17 states and own exclusive programming and distribution partnerships with more than 23 professional and collegiate teams. Liberty Sports Group is a controlled subsidiary of Liberty Media Corporation attributed to the Liberty Entertainment Group (Nasdaq: LMDIA). For more information, please visit [www.fsninsider.com](http://www.fsninsider.com).