

Win, win, win!

#1 in Dallas!
WOMEN 18-34 • KDFW • M-F • 9:30 am • +69% over Donahue/Divorce Court/Hour Magazine!

#1 in Detroit!
11 RATING/30 SHARE • WJBK • M-F • 10:30 am • +38% over lead-in \$25,000 Pyramid; beats Sale of the Century!

#1 in Houston!
KHOU • M-F • 3:30 pm • 12 RATING/28 SHARE • A top performer in the afternoon, too!

#1 in Pittsburgh!
TOTAL WOMEN • KDKA • M-F • 10:30 am • +34% over Sale of the Century/All in the Family!

#1 in Philadelphia!
11 RATING/31 SHARE • WCAU • M-F • 10:30 am • +22% over lead-in \$25,000 Pyramid!

#1 in New York!
WCBS • M-F • 10:30 am • 6 RATING/26 SHARE • Beats Sale of the Century and Sally Jesse Raphael!

#1 in Dayton!
M-F • 10:30 am • PRESS YOUR LUCK • WHIO • 8 RATING/35 SHARE! • Sale of the Century • WKEF • 4 rating/18 share • Let's Make A Deal • WDTN • 3 rating/14 share!

#1 in Richmond!
TOTAL WOMEN • WTVR • M-F • 10:30 am • +157% over Sale of the Century/Anything for Money!

#1 in San Antonio!
TOTAL TEENS • KENS • M-F • 9:30 am • +400% over Donahue/Hour Magazine!

#1 in Buffalo!
WOMEN 18-34 • WYB • M-F • 10:30 am • +225% over Sale of the Century!

#1 in Cincinnati!
M-F • 10:30 am • PRESS YOUR LUCK • WCPO • 6 RATING/31 SHARE! • Santa Barbara • WLWT • 1 rating/1 share • Merv Griffin WKRC • 2 rating/10 share

#1 in Indianapolis!
M-F • 10:30 am • PRESS YOUR LUCK • WISH • 7 RATING/29 SHARE! • Sale of the Century • WTHR • 5 rating/20 share • Charlie's Angels • WRIV • 2 rating/8 share

#1 in Shreveport!
TOTAL TEENS • KSLA • M-F • 8:30 am • +500% over Good Morning America/The Today Show!

A PROVEN WINNER!

Fresh from network success, this fast-paced game show is the ratings winner with a CBS track record to prove it. In key demographic categories—women 18-34, women 18-49, teens and kids—PRESS YOUR LUCK eclipses all major syndicated game shows in a variety of dayparts, and doesn't stop there. Just take a look at how well our "whammy" works against the other competition! It's a winning combination of state-of-the-art graphics, animated characters, and a personable host in Peter Tomarken. PRESS YOUR LUCK and cash in... 130 half-hour episodes... successful, flexible and available now!

ENTERTAINMENT YOU CAN BANK ON



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