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RAYCOM

Press Release

FOR IMMEDIATE RELEASE

Thursday, December 20, 1994

RAYCOM TO PRODUCE "FISH THE CAROLINAS WITH TY MATHIS"

Charlotte, N.C. -- Raycom, Inc. announced the production and distribution of *Fish the Carolinas with Ty Mathis*, a weekly fishing show dedicated to showcasing the top fishing spots in North and South Carolina.

Fish the Carolinas with Ty Mathis will feature a variety of fishing environments, including calm water, lake and river fishing. Mathis will also demonstrate a variety of methods for catching fish, utilizing mainly live baits and will give both amateur and professionals a look at the techniques that have proven to be successful in the waters of North and South Carolina.

The show will focus on some of the nation's most picturesque and productive fishing sites within the borders of North and South Carolina and will feature a variety of species, including large mouth bass, catfish, striper, croppie and white bass. Features that will appear on the show will include fishing excursions with kids and celebrities and various how-to demonstrations.

Mathis, one of North Carolina's most accomplished and knowledgeable fishing guides, has fished the lakes of the Carolinas since he was four years old. "I've fished every day since I was four." said Mathis. He is based in Denver, N.C. and, primarily, Lake Norman, although he fishes and takes groups to fish on "about 10 lakes or so" on a regular basis.

Fish the Carolinas with Ty Mathis will be produced by Raycom and distributed regionally.

Headquartered in Charlotte, N.C. with offices in New York, Chicago, Dallas and Fort Lauderdale, Raycom annually televises more than 500 sports and entertainment events. In addition to televising over 400 college basketball games for the Big Ten, Metro, Pacific-10, Southwest and, in conjunction with Jefferson-Pilot Sports, Atlantic Coast conferences, Raycom is also heavily involved in integrated marketing with an emphasis on multimedia applications. Raycom also has event management and production services divisions and is a partner in ACC Properties, a unique marketing and promotions venture with the Atlantic Coast Conference. Raycom is a subsidiary of Ellis Communications.

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