

# **RAYCOM**

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## **Sports**

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## **Raycom Sports To Televis Pro Beach Volleyball Events**

*National Sports Marketer Two-Event Deal With AVP*

Charlotte, N.C. -- National sports marketing and event management company **Raycom Sports** has signed a deal with the Association of Volleyball Professionals (AVP) to televise two tournaments in August 1998, it was announced today.

The tournaments--the August 1-2 *Miller Lite Open* in Milwaukee and the August 14-16 *Miller Lite U.S. Championships* in Hermosa Beach, California--will be regionally syndicated in areas of the country with high volleyball interest. Raycom Sports will produce the events as well.

"When this company started regionally syndicating basketball games to areas where interest is highest 18 years ago, we established a unique marketing vehicle that has been copied by all the major networks," said Raycom Sports President and Chief Operating Officer **Ray Warren**. "We will do the same thing with Pro Beach Volleyball by focusing on clearing it in areas with high interest levels in the sport, which will make the most impact for the advertisers supporting the AVP."

"The AVP is incredibly excited to add Raycom Sports to our television partners for the 1998 season," said **Harry Usher**, Chief Executive Officer of the AVP. "Raycom Sports provides a great match for us as we bring exciting professional beach volleyball from Milwaukee and Hermosa Beach to great fans everywhere."

Raycom Sports, a Charlotte, N.C.-based company founded in 1979, is an innovative leader in marketing, producing and distributing sports programming. Along with its two weekly syndicated youth-oriented programs, "More Than A Game" and NASCAR-licensed "Think Fast," the company also televises ACC Basketball and produces the entire package of college basketball games for ABC. In addition, it owns and operates events around the country including two LPGA golf events, two college basketball tournaments and a college football bowl game.

The *Miller Lite Open* at Milwaukee and the *Miller Lite U.S. Championships* are two of the most exciting as well as longest standing tournaments on the Miller Lite/AVP Tour. The city of Milwaukee, which has hosted the AVP for 12 years on Bradford Beach, and the city of Hermosa Beach, which has hosted the AVP for 23 years, provide two of the most picturesque locations for beach volleyball in the world. The Association of Volleyball Professionals is the recognized leader in professional beach volleyball worldwide. The AVP was founded in 1983, to preserve the integrity of the sport and to look after the players interests through a representative board of directors elected by the players.

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