

*CONTACT: Julie Johnson  
Public Relations and Promotion Department  
RAYCOM SPORTS AND ENTERTAINMENT  
(704) 331-9494*

*October 31, 1988*

## **Raycom Announces Acquisition of RCM**

CHARLOTTE, N.C. -- Raycom, Inc. announced today that it is acquiring the Rasmussen Communications Management (RCM) share of the Raycom/RCM Sports joint venture. The announcement was made by Raycom, Inc. Chief Executive Officer Rick Ray, and RCM Chief Executive Officer Bill Rasmussen. The joint venture was formed by the two companies in May of this year.

Raycom will continue in its responsibilities of production, distribution, and marketing for the three school packages of Illinois, Iowa and Purdue, as well as the 1988-89 Big Ten Conference football and basketball packages (subject to Big Ten approval). In addition, it will manage and operate the Illinois and Purdue Radio Networks.

The packaging of the Big Ten Conference consists of a 10 game football and 22 game basketball schedule, telecast to homes in 40 Midwest markets. In addition, the three individual school packages are: **The Hawkeye Sports Network**; live and taped Iowa football games, 20 live basketball games, "The Hayden Fry Show" and "Basketball with Tom Davis", **The Illini Sports Network**; 11 Illinois football and 31 basketball games to a statewide radio network, 11 half-hour football television highlight shows, 18 live television basketball games, "The John Mackovic Show," "The Lou Henson Show" and "The Illini Today," a five minute daily radio show, **The Purdue Sports Network**; 11 Purdue football and 31 basketball games to a statewide radio network, 11 half-hour football television highlight shows, 20 live television basketball games, "The Fred Akers Show," "The Gene Keady Show" and "The Indiana College Report," a five minute daily radio report.

Chief Executive Officer Rick Ray said, "Bill Rasmussen is a man of great vision who performed an immeasurable service for Illinois, Iowa and Purdue, as well as the entire Big Ten Conference. He brought stability to the rather chaotic situation that we all faced after the deregulation of college football."

In 1978, Bill Rasmussen, a cable television pioneer, founded ESPN, the 24-hour all sports cable network with Scott Rasmussen, President of RCM. Says Bill Rasmussen, "We're pleased with this transaction for two reasons: First, Raycom is the absolute best in the networking business. I feel comfortable that we are leaving our products in good hands. Second, RCM has developed a series of new business opportunities and this move allows us to devote the necessary time, energy and resources to the development of these opportunities."

Raycom Sports is in its tenth year of sports programming, and is considered to be the dominant independent sports television network in the United States. Raycom Sports will produce, distribute and market more than 370 sports programs this year.

- - RAYCOM - -