

RAYCOM ADDS LOS ANGELES OFFICE.

CHARLOTTE, N.C.--(BUSINESS WIRE)--April 3, 1995--Raycom, Inc. announced the opening of a sales office in Los Angeles and the addition of two new members to its advertising sales staff, according to Chief Executive Officer Rick Ray.

The opening of a west coast office increases the total number of Raycom sales offices to six, including its Charlotte headquarters. Raycom also has offices in New York, Chicago, Dallas and Fort Lauderdale. The Los Angeles office will be located with Katz/Rush Entertainment in Beverly Hills.

With Raycom's growing sales and representation efforts, it makes sense for us to have an office on the west coast, said Ray, who, along with his wife, Dee, founded Raycom in 1979. Los Angeles is the ideal place for us to increase our visibility in the western part of the U.S. and give our clients in that part of the country a local, more accessible contact.

Burt Rosen, 30, has been named Manager of West Coast Sales and will oversee Raycom's efforts from its new Los Angeles office. Rosen, a 1987 graduate of University of Chicago was previously an Account Executive for West Coast Sales for the past three years for the NBC television network after spending four years at the NBC's New York office in a similar capacity.

Raycom has also added Marc Zalinsky to its New York office as Sales and Marketing Account Representative. A 1992 graduate of the State University of New York at Buffalo, Zalinsky, 25, will be based in Raycom's New York office.

Raycom annually televises hundreds of sports and entertainment events. Raycom produces regional college basketball games for the Southwest and, in conjunction with Jefferson-Pilot Sports, the Atlantic Coast conferences. Raycom also produces and markets college basketball on the ABC Network.

In a unique agreement with the Elvis Presley Estate, Raycom televises a series of specials from Graceland on the anniversary of the rock'n roll legend's death. Raycom also distributes entertainment specials in association with Sports Illustrated Television and HBO Enterprises, and represents Liberty Sports as the sales and distribution representative of its package of Pac-10 and Big 12 Conference football. Raycom is involved in sales representation, event creation and management and is a partner in ACC Properties, a unique marketing and promotions venture with the ACC. Raycom is a subsidiary of Atlanta-based Ellis Communications.

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