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P r e s s R e l e a s e

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Raycom Sports To Produce This Week's BASS Masters Classic

World's Most Prestigious Fishing Championship Takes Place On North Carolina's High Rock Lake

Charlotte, N.C. -- National sports marketing and television production company **Raycom Sports** has been hired by the **Bass Anglers Sportsman Society (B.A.S.S.)** to produce its world popular BASS Masters Classic fishing tournament, it was announced today.

The tournament—which begins tomorrow and runs through Saturday, Aug. 8—takes place on North Carolina's scenic High Rock Lake with surrounding events including the final weigh-in occurring in nearby Greensboro. For its announcing crew Raycom Sports has hired veteran ABC college basketball announcer Jimmy Dykes, an avid fisherman, as host and two-time BASS Masters Classic winner Hank Parker as analyst. Raycom Sports' one-hour production of the BASS Masters Classic will air on The Nashville Network, which reaches more than 60-million homes nationwide, September 26 and 27.

"I've been anxious to get Raycom Sports involved with a quality fishing program for the past six years and suddenly we are producing the Super Bowl of bass fishing," said Raycom Sports Executive Producer **Peter Rolfe**. "I'm extremely excited about this opportunity for our company."

Raycom Sports, a Charlotte, N.C.-based company founded in 1979, is an innovative leader in marketing, producing and distributing sports programming. Along with two weekly syndicated youth-oriented programs, "*More Than A Game*" and NASCAR-licensed "*Think Fast*," the company televises ACC Basketball and produces the complete package of college basketball games for ABC. In addition, Raycom is producing eight NFL preseason football games, two AVP Pro Beach Volleyball events and a BASS Masters fishing tournament. The company also owns and operates events around the country including three LPGA golf events, two college basketball tournaments and a college football bowl game.

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*Approximate award payout based on a full field of entries for each tournament.