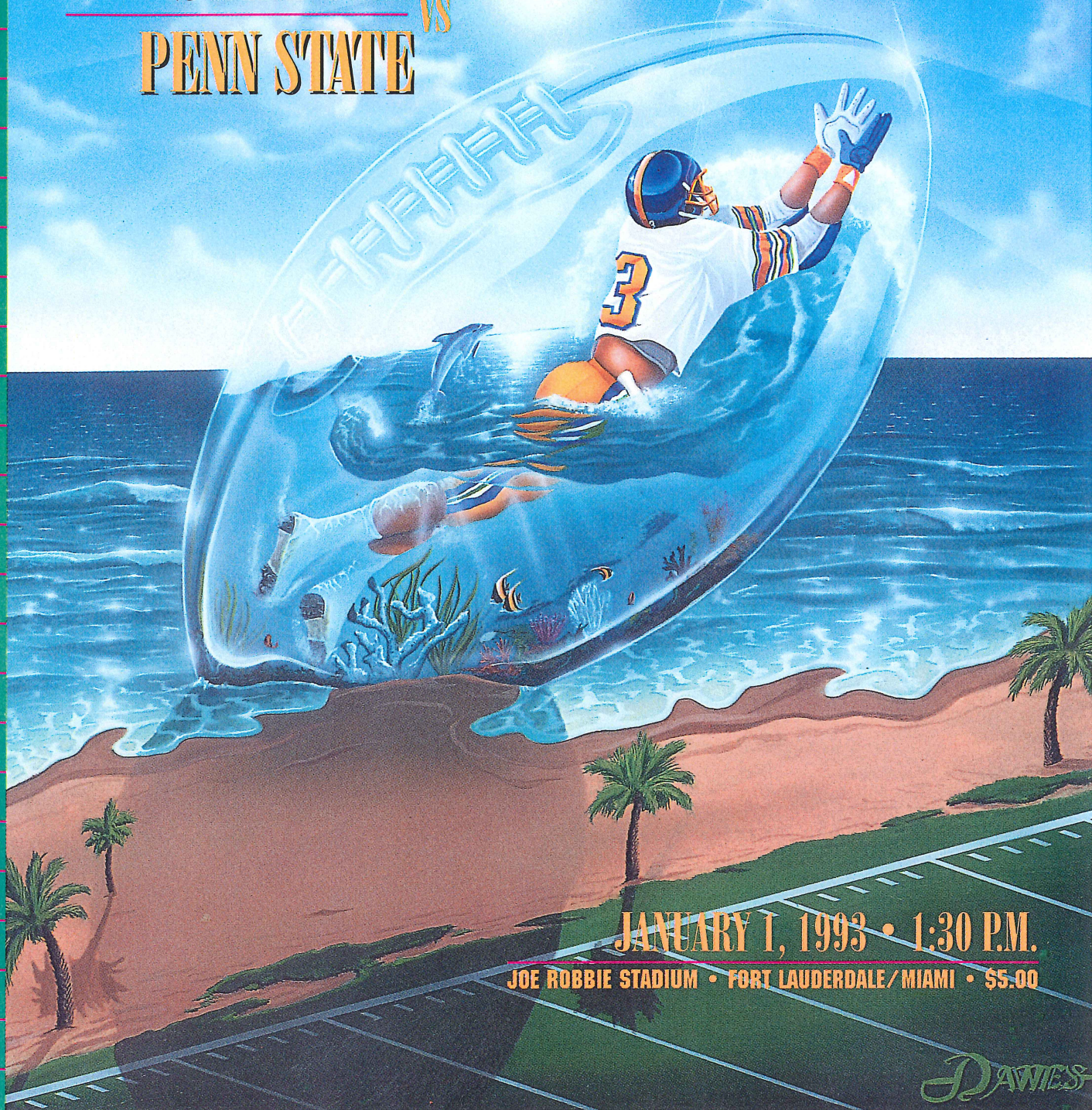


BLOCKBUSTER BOWL III

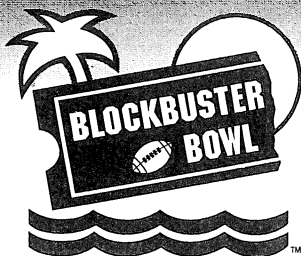
STANFORD
vs
PENN STATE



JANUARY 1, 1993 • 1:30 P.M.

JOE ROBBIE STADIUM • FORT LAUDERDALE/MIAMI • \$5.00

DAWIES



RAYCOM: SPORTS PROGRAMMING ON THE CUTTING EDGE

RAYCOM

During the past decade of change in the broadcasting industry, Raycom has emerged as the nation's leading independent sports and entertainment programmer. Televising and managing the Blockbuster Bowl are among the company's numerous successful and innovative ventures.

Founded in 1979 by Rick and Dee Ray, the company annually produces and televises more than 500 sporting events and related studio shows. Raycom's unequaled inventory of broadcast properties has expanded rapidly; now it is the dominant programmer of intercollegiate athletics. In addition to the Blockbuster Bowl, Raycom football properties include the Kickoff Classic, the Disneyland Pigskin Classic, the Freedom Bowl and Southwest Conference games. The company also tele-

vises NFL preseason action with coverage of the Houston Oilers.

Basketball properties include the Big Ten, Big Eight, Metro, Pac-10 and Southwest Conference and, in association with JP Sports, the Atlantic Coast Conference. In 1992, Raycom entered into a unique arrangement with the ABC television network by providing all of ABC's college basketball schedule. This innovative approach has Raycom scheduling, producing and marketing games for distribution on ABC's national network.

Through its affiliated company, Raycom Management Group (RMG), Raycom has advanced into the area of creating, managing and broadcasting its own national-caliber events, the most prominent of which is the Blockbuster Bowl. RMG, under the leadership of President Terry Hanson, has enjoyed

tremendous success since forming in 1987. In short, the company offers creativity and flexibility to package events in any way that optimizes benefits to sponsors. Along with the Blockbuster Bowl, RMG created and manages the Diet Pepsi Tournament of Champions, a popular college basketball tournament hosted annually in Charlotte by the University of North Carolina.

RMG also offers consulting services to corporations and sports entities and recently reached an agreement with the LPGA to assist with the development of that association's overall television and sponsorship sales strategies.

Together, Raycom and RMG constantly and vigorously explore new markets, products and concepts, while providing their partners, clients and viewers with quality programming and unmatched service. ■



Rick Ray
Chief Executive Officer
Raycom



Dee Ray
President
Raycom



Terry Hanson
President
Raycom Management Group