

NFL PRESEASON GAMES ADDED TO RAYCOM LINEUP

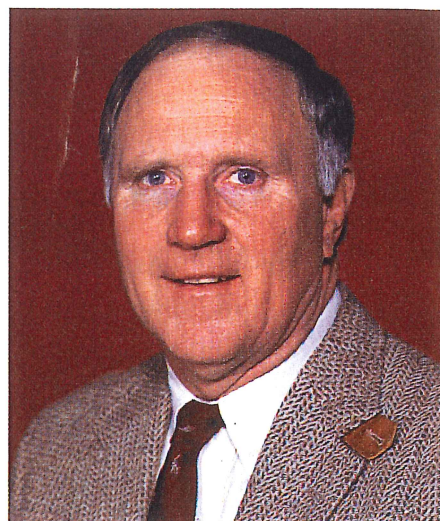
Raycom Sports & Entertainment moves into the professional sports arena with the recent announcement that it will televise preseason games for the Dallas Cowboys, Houston Oilers and Kansas City Chiefs. The preseason events in August will be produced, marketed and distributed by Raycom.

"We are very excited about our new association with three of the NFL's top franchises," stated Raycom CEO Rick Ray. "It represents for us a new and exciting opportunity in the professional sports market."

Flagship stations KDFW for the Cowboys, KHOU for the Oilers and Kansas City's KMBC will broadcast the preseason games. Executive Producer Peter Rolfe has assigned Tim Brant, Craig James and Ted Dawson to announce the Cowboy broadcasts. Dawson will also serve as co-host of the "Jimmy Johnson Show." Oiler games will be called by Dave Barnett and former Oiler great

Gifford Nielsen. Gary Bender and Dick Vermeil are scheduled as the announcing team for the Kansas City Chiefs.

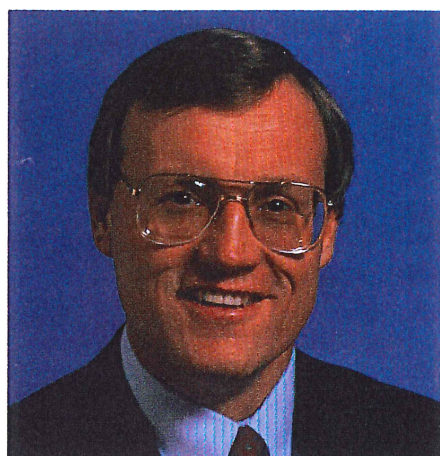
"During the course of our growth, Raycom has developed a great resource in advertising sales expertise, knowledge of station sales, innovation in production and understanding of sports market research," commented Ken Haines, Executive Vice President. "Due to the limited growth areas in collegiate sports, we are looking to professional sports as the next logical step in our expansion plans. This will enable us to capitalize on our existing strengths and knowledge."



Jack Pardee
Houston Oilers Head Coach



Jimmy Johnson
Dallas Cowboys Head Coach



Marty Schottenheimer
Kansas City Chiefs Head Coach



DALLAS COWBOYS

DATE	OPPONENT	TIME
Aug 11	at San Diego Chargers	9:00 pm
Aug 18	at L.A. Raiders	3:00 pm
Aug 25	Pittsburgh Steelers	8:00 pm
Sep 1	Houston Oilers	8:00 pm

HOUSTON OILERS

Aug 9	Detroit Lions	7:00 pm
Sep 1	at Dallas Cowboys	8:00 pm

KANSAS CITY CHIEFS

Aug 18	New York Jets	7:00 pm
Aug 24	at Detroit Lions	6:30 pm
Aug 31	Green Bay Packers	7:00 pm

All games Central Time

RAYCOM DIGEST

Number 1

July 1990

RAYCOM SETS TEAMS AND DATES FOR COLLEGE KICKOFF WEEK

The 1990 college football Kick Off Week lineup is Raycom Sports & Entertainment's strongest college pre-season package ever. Four of the country's top teams will be featured in the two game lineup consisting of the new Disneyland Pigskin Classic and the 8th Annual Kickoff Classic. The Pigskin Classic will pit the Tennessee Volunteers, who are returning 18 starters, against the Power-I attack of the Colorado Buffaloes. In the Kickoff Classic, Pac-10 champion Southern California squares off against independent power Syracuse.

The Disneyland Pigskin Classic is the NCAA's newest sanctioned preseason game and will be played August 26th at Anaheim Stadium in California. Raycom has reached an agreement with NBC Sports to carry the game nationally. First year participant Colorado is coming off an 11-1 mark that included the Big Eight conference championship, an appearance in the Orange Bowl, and a #4 AP final ranking. In similar fashion, the Tennessee Volunteers rolled to an 11-1 record on their way to a #5 final ranking and a victory over Arkansas in the Cotton Bowl. Both teams are expected to be highly ranked in this year's preseason polls.

The 8th Annual Kickoff Classic matches two of college football's traditional powers. The Southern California Trojans marched to a 9-2-1 mark in 1989 that included a win over Michigan in the Rose Bowl and a #8 AP final ranking. The Syracuse Orangemen finished the season with a strong 8-4 record that was capped off by a big victory over Georgia in the Peach Bowl. The game is scheduled for August 31st at Giants Stadium in

the Meadowlands. The Raycom Sports Network will televise the Kickoff Classic nationally to over 90% of the country.

Raycom Executive Producer Peter Rolfe announced that Phil Stone has been

contracted to handle play-by-play duties for the Kickoff Classic with Dave Rowe providing the color analysis. Talent for the Pigskin Classic will be determined by NBC at a later date according to Rolfe.



COLLEGE FOOTBALL'S BRIGHTEST NEW BOWL

The Sunshine Football Classic, college football's newest postseason bowl game, received official certification last month by the NCAA Special Events Committee. The bowl is tentatively scheduled to kickoff its inaugural contest on December 29th at Joe Robbie Stadium in Ft. Lauderdale, Florida. Conference tie-ins are not planned for the Sunshine Classic so that organizers will be able to select the best available teams.

Raycom has gained the exclusive broadcast rights and will televise the game to a national audience.

Raycom Management Group, an associated company of Raycom, is the bowl's founder. "Our objective, in a short period of time, is to become the nation's premier college football game and to eventually host the national championship," said Sunshine Classic managing director Keith Tribble.

The Classic has received favorable

support from an impressive list of Division I schools that includes Alabama, Clemson, Georgia, Notre Dame, USC and Tennessee. Tribble adds that the game's location, activities, community support and facilities give the Sunshine Classic the necessary ingredients for a successful bowl.

