

Raycom New Year

Raycom has cleared its 90-minute syndicated New Year's Eve special co-hosted by *Extra* anchor Arthel Neville and *General Hospital* star Vanessa Marcil in more than 70% of the country. The special will originate live from Universal Studios theme parks in Los Angeles and Florida. Motown pop stars Boyz II Men are scheduled to appear along with other R&B artists. The special will also feature a year-end retrospective and celebrities divulging their New Year's resolutions. The Dec. 31 broadcast for *New Year's Eve Coast to Coast from Universal Studios* runs from 11:30 p.m. to 1 a.m. Raycom is offering the special on an even 10 1/2-minute local/national barter split.

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LOS ANGELES
16027 Ventura Boulevard
Suite 206
Encino, CA 91436
(818) 501-0700
(818) 501-7216 Fax

NEW YORK
1 Dag Hammarskjold Plaza
885 2nd Avenue, 30th Floor
New York, NY 10017
(212) 444-3270
(212) 750-0355 Fax

LONDON
Chesham House
150 Regent Street
London W1R 5FA
171-494-2755
171-494-3634 Fax

PRESS RELEASE

*faxed to Dan
Meline 11-27*

RAYCOM'S COUNTDOWN TO 1996 "NEW YEAR'S EVE COAST-TO-COAST FROM UNIVERSAL STUDIOS" FEATURES TOP MUSICAL GUESTS

**Syndicated Entertainment Special
Hosted By Arthel Neville and Vanessa Marcil and Featuring Boyz II Men**

CHARLOTTE, NC NOVEMBER 8, 1995 -- The countdown to 1996 begins on Raycom's *New Year's Eve Coast-To-Coast From Universal Studios* with the hottest musical acts live from the popular Universal Studios theme parks in Florida and Hollywood. Raycom, in conjunction with NYEVE Productions, will produce and distribute for national syndication, a 90 minute special filled with the top stars in the entertainment industry performing live, including chart buster R&B group Boyz II Men.

Featuring live countdowns from each Universal Studio location, *New Year's Eve Coast-To-Coast From Universal Studios* will incorporate a look back at the year in film, sports and music. Also highlighted will be "New Year's resolutions" from a variety of well-known stars of sports and entertainment. The broadcast window for *New Year's Eve Coast-To-Coast From Universal Studios* is December 31, 1995 from 11:30 PM - 1:00 AM (Local Time). Cary Glotzer and Gene Fein will produce the special.

The special will be hosted by popular entertainment journalist Arthel Neville on location in Florida. Daughter of Art Neville, the keyboardist for the Grammy-winning Neville Brothers, Arthel is the co-host of *EXTRA - The Entertainment Magazine* and is rapidly becoming one of the most recognizable faces in the entertainment industry. Vanessa Marcil will host live from Universal Studios Hollywood. Voted one of the most beautiful people in the word by People Magazine, Vanessa is known to millions of TV viewers as Brenda Barret on ABC's *General Hospital* and the host of ABC's *In Concert*, as well starring with Sean Connery and Nicholas Cage in an upcoming feature film.

(more)

NEW YEAR'S EVE COAST-TO-COAST FROM UNIVERSAL STUDIOS - RAYCOM SPECIAL

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Featured guests and co-hosts include Boyz II Men, who will be at Universal Studios Florida for an R&B party that will include Brownstone, Gerald and Eddie LeVert and other special. Capturing a multitude of awards, including three Grammy's and three American Music Awards, Boyz II Men are the most in-demand musical act in the world. The singing quartets first album, *Cooleyhighharmony*, sold over 7 million copies worldwide and their latest offering, entitled *II*, has produced chart buster singles "I'll Make Love To You," "End of the Road" and "On Bended Knee" to become another worldwide success with over 8 million in sales.

With their smash single "Cumbersome" from their first album *American Standard*, alternative rock band Seven Mary Three has been heralded as a rising band in *Musician Magazine* and continually ranks on Billboard's Album Rock and Modern Rock Charts. Seven Mary Three, along with a country music artist, will perform at the Universal Studios Hollywood. Comedian Margaret Cho, formerly the star of ABC's *All American Girl*, will also join musical guests throughout the countdown. She will host a "Year In Review" segment taking a look back at the top news stories of 1995.

"*New Year's Eve Coast-To-Coast From Universal Studios* will be one of the most entertaining countdown shows ever," said Rick Ray, Chief Executive Officer of Raycom. "It will be a fun show with some of the top stars in the entertainment industry at the nation's premiere theme parks at Universal Studios."

"Universal Studios Hollywood and Florida are excited to host this great special with top talent and live countdowns from both our venues," said Molly Miles, Senior Vice President of Television Development at Universal Studios. "This will be a first-rate program with something for everyone."

Headquartered in Charlotte, NC with seven offices nationwide, broad-based Raycom, Inc. annually markets and televises hundreds of sports and entertainment events and specials, while providing sales and marketing representation services for a variety of clients. Raycom is a subsidiary of Atlanta, GA-based Ellis Communications.

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CONTACT: SSA PUBLIC RELATIONS

Los Angeles - Steve Syatt (818) 501-0700

New York - David Posternack (212) 444-3261

RAYCOM

Charlotte - Richard Kilwien

(704) 378-4429

New Year's Eve Coast-to-Coast

at Universal Studios



Date: December 31, 1995

Program Length: 90 Minutes

Daypart: Late Fringe, 11:30PM-1:00AM (Local Time)
(*New Year's Eve Coast-to-Coast* will be fed at 11:30PM local time in each time zone.)

Inventory: 10.5 Minutes Local

Local Cut-In: Raycom will provide stations the opportunity to cut away to local New Year's Eve celebrations from approximately 11:58PM until 12:02AM

RAYCOM

CHARLOTTE: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367 (704) 331-9494 Fax (704) 378-4465

NEW YORK: 500 Fifth Avenue, Suite 2330, New York, NY 10110 (212) 302-4072 Fax (212) 921-2910

CHICAGO: 401 North Michigan Avenue, Suite 725, Chicago, IL 60611 (312) 527-3272 Fax (312) 527-3276

DALLAS: 1300 West Mockingbird Lane, Suite 110, Dallas, TX 75247 (214) 631-1442 Fax (214) 638-5534

FT. LAUDERDALE: 915 Middle River Drive, Suite 120, Fort Lauderdale, FL 33338-7294 (305) 564-5000 Fax (305) 564-8902

BEVERLY HILLS: 335 North Maple Drive, Suite 235, Beverly Hills, CA 90210 (310) 724-6980 Fax (310) 724-6989