



An FCC-Friendly, Action-Oriented Television Show From

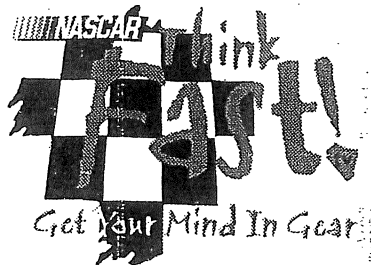


SUNBELT VIDEO, INC.

RAYCOM
Sports



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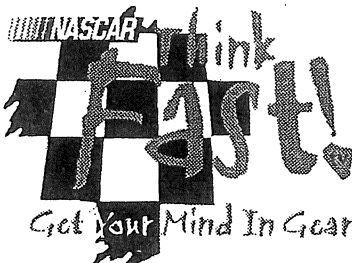
Station Listing

(as of September 3, 1998)

RANK	MARKET	STATION	AFF.				
1	New York	WNYW	FOX	45	Harrisburg	WHTM	ABC
2	Los Angeles	KCAL	IND	46	Greensboro	WFMY	CBS
3	Chicago	WPWR	UPN	47	Wilkes-Barre		
4	Philadelphia	WFMZ	IND	48	Albuquerque	KASA	FOX
5	San Francisco	KBHK	UPN	49	Providence		
6	Boston	WABU	IND	50	Louisville		
7	Washington	WHAG	NBC	51	Birmingham	WVTM	NBC
8	Dallas	KDAF	WB	52	Albany	WVBG	IND
9	Detroit	WXYZ	ABC	53	Dayton	WRGT	FOX
10	Atlanta	WAGA	FOX	54	Jacksonville	WJXT	CBS
11	Houston	KHTV	WB	55	Fresno	KJEO	CBS
12	Seattle	KONG	IND	56	Little Rock	KLRT/KASN	FOX/UPN
13	Cleveland	WOIO/WUAB	CBS/UPN	57	Charleston		
14	Minneapolis	WFTC	FOX	58	Tulsa	KOTV	CBS
15	Tampa	WTVT	FOX	59	Richmond	WTVR	CBS
16	Miami	WSVN	FOX	60	Austin	KTBC/KVC	FOX/IND
17	Phoenix	KTVK/KASW	IND	61	Las Vegas	KCNV	UPN
18	Denver	KTVD	UPN	62	Mobile		
19	Pittsburgh	WBGN	IND	63	Flint	WNEM	CBS
20	Sacramento	KFTL	IND	64	Knoxville	WTNZ	FOX
21	St. Louis	KTVI	FOX	65	Wichita	KCTU	IND
22	Orlando	WESH	NBC	66	Toledo	WUPW	FOX
23	Baltimore			67	Lexington	WLEX	NBC
24	Portland, OR	KATU	ABC	68	Roanoke	WDBJ	CBS
25	Indianapolis	WXIN	FOX	69	Des Moines		
26	San Diego	COX 4	CABLE	70	Green Bay	WACY	UPN
27	Hartford			71	Honolulu	KFVE	UPN
28	Charlotte	WSOC/WAXN	ABC/IND	72	Syracuse	WSTM	NBC
29	Raleigh	WKFT	IND	73	Spokane		
30	Cincinnati	WXIX	FOX	74	Omaha	KPTM/KX VD	F/WB
31	Kansas City	KSHB/KMCI	NBC/IND	75	Rochester		
32	Milwaukee	WTMJ	NBC	76	Shreveport	KSLA	CBS
33	Nashville	WZTV/WUXP	FOX/UPN	77	Springfield, MO	KOJQ	IND
34	Columbus, OH	WSFJ	IND	78	Tucson	KOLD	CBS
35	Greenville/Spartanburg	WLOS/WFBC	ABC/IND	79	Paducah	KFVS	CBS
36	Salt Lake City	KUTV	CBS	80	Portland, ME	WGME	CBS
37	Grand Rapids			81	Champaign		
38	San Antonio	KTRG	UPN	82	Huntsville	WAFF	NBC
39	Norfolk	WVBT	WB	83	Ft. Myers	WBBH/WZVN	NBC/ABC
40	Buffalo	WGRZ	NBC	84	Madison	WHPN	IND
41	New Orleans	WHNO	IND	85	South Bend	WHME	IND
42	Memphis	WMC	NBC	86	Chattanooga	WDEF	CBS
43	West Palm Beach	WTCN	IND	87	Cedar Rapids	KWWL	NBC
44	Oklahoma City	KWTW	C	88	Columbia	WACH	FOX
				89	Davenport		



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90	Jackson, MS	WAPT	ABC	151	Minot	KFYR+	NBC
91	Burlington	WWBI	UPN	152	Wilmington	WSFX	FOX
92	Johnstown-Altoona			153	Rochester/Mason City		
93	Tri-Cities	WCYB	NBC	154	Binghamton	WBGH	NBC
94	Colorado Springs			155	Bangor		
95	Evansville	WWAZ	WB/IND	156	Anchorage		
96	Waco			157	Panama City		
97	Youngstown	WKBN	CBS	158	Biloxi/Gulfport		
98	Baton Rouge	WAFB	CBS	159	Palm Springs	KPSP	IND
99	El Paso			160	Abilene		
100	Savannah	WTOC	CBS	161	Quincy	KHQA	CBS
101	Lincoln			162	Sherman/Ada/Ardmore		
102	Ft. Wayne	WFFT	FOX	163	Salisbury		
103	Springfield, MA			164	Clarksburg/Weston		
104	Harlingen	XHFOX	FOX	165	Gainesville		
105	Lansing	WLAJ	ABC	166	Hattiesburg	WDAM	NBC
106	Greenville/New Bern	WITN	NBC	167	Billings		
107	Tyler	KLPN	UPN	168	Idaho Falls		
108	Sioux Falls	KTTW	FOX	169	Utica		
109	Augusta	WAGT	NBC	170	Elmira		
110	Peoria			171	Missoula		
111	Florence	WPDE/WWMB	ABC/UPN	172	Rapid City	KEVN	FOX
112	Tallahassee			173	Dothan		
113	Fargo	KVLY	NBC	174	Watertown		
114	Montgomery	WAKA	CBS	175	Marquette	WLUC	NBC
115	Santa Barbara	KKFX	FOX	176	Yuma/El Centro		
116	Ft. Smith	KSBN	IND	177	Harrisonburg	WPMG	IND
117	Charleston, SC	WMMP	UPN	178	Alexandria, LA		
118	Reno	KRXI/KAME	FOX/UPN	179	Lake Charles		
119	Traverse City	WPBN	NBC	180	Greenwood		
120	Eugene	KEVU	UPN	181	Jonesboro	WMC	NBC
121	Monterey			182	Bowling Green		
122	Lafayette, LA	KLAF	UPN	183	Meridian		
123	Macon	WMGT	NBC	184	Great Falls		
124	Yakima	KNDO	NBC	185	Jackson, TN	WMC	NBC
125	Boise	KNIN	UPN	186	Parkersburg		
126	Amarillo			187	Tuscaloosa	WJRD	IND
127	Corpus Christi			188	Mankato	WFTC	FOX
128	Columbus, GA	WTVM	ABC	189	Eureka		
129	La Crosse	WEAU	NBC	190	Twin Falls	KSAW	ABC
130	Chico/Redding	KCPM	NBC	191	Grand Junction		
131	Bakersfield	KUVI	UPN	192	Butte		
132	Monroe	KARD	FOX	193	St. Joseph	KSHB/KMCI	NBC/IND
133	Columbus, MS			194	Charlottesville		
134	Duluth			195	Cheyenne/Scottsbluff		
135	Rockford			196	San Angelo		
136	Wausau	WAOW	ABC	197	Laredo	XHFTX	FOX
137	Beaumont			198	Lafayette, IN		
138	Wheeling			199	Ottumwa	KTVO	ABC
139	Topeka	KSNT	NBC	200	Casper		
140	Terre Haute	WTHI	CBS	201	Anniston		
141	Sioux City			202	Bend		
142	Medford			203	Lima	WLIO	NBC
143	Erie			204	Zanesville		
144	Wichita Falls			205	Fairbanks		
145	Columbia/Jefferson City			206	Victoria		
146	Joplin			207	Presque Isle		
147	Lubbock	KUPT	U	208	Helena		
148	Albany, GA	WBKL	IND	209	Alpena		
149	Bluefield/Beckley	WOAY	ABC	210	North Platte	KIIT	UPN
150	Odessa			211	Glendive		



NEWS RELEASE

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For Immediate Release

FCC-FRIENDLY WEEKLY SYNDICATED TELEVISION SERIES *NASCAR THINK FAST!* TO DEBUT IN SEPTEMBER

INDIANAPOLIS, Ind. (July 31, 1998) — In a continuing effort to grow the sport to teens, the National Association for Stock Car Auto Racing is teaming with Sunbelt Video, Inc. and Raycom Sports to offer *NASCAR Think Fast!*, a unique syndicated NASCAR-licensed television show.

NASCAR Think Fast! will offer programming for kids that will integrate life lessons and science with the sport of NASCAR to entertain and educate. Kyle Petty, driver of the No. 44 Hot Wheels Pontiac, will serve as host of *NASCAR Think Fast!*

The FCC-core friendly show has already been cleared in 129 markets, more than 80% of the country, including each of the top 10 markets: WNYW in New York City, KCAL in Los Angeles, WPWR in Chicago, WFMZ in Philadelphia, KBHK in San Francisco, WABU in Boston, WHAG in Washington, KDAF in Dallas, WXYZ in Detroit and WAGA in Atlanta.

"Not only is NASCAR America's fastest growing sport," said George Pyne, vice president of marketing for NASCAR. "It is one that is dependent upon math, science, communication, teamwork and sportsmanship... all of which are topics covered on *NASCAR Think Fast!*"

Petty, the son of seven-time NASCAR champion Richard Petty, is dedicated to children's charities and combined with his commitment to education make him the perfect NASCAR competitor to introduce topics like "sportsmanship," "citizenship," and "time management" to a young audience. Joining Petty on the set will be young actors Miriam Dolin of Greensboro, N.C. and Christopher Jepsen of Raleigh, N.C.

"The best part of the program is that it is fun!" said Tom Grabowski, president

of Sunbelt Video, Inc. "For the first time ever, young NASCAR fans will revel in weekly half-hour episodes of captivating and entertaining television. The show promises to have segments that grown-ups won't want to miss and will allow families to spend time together."

The fast-moving show is committed to giving kids an up close feel for the sport of NASCAR and its competitors along with a healthy dose of the things parents want for their kids: an active lifestyle, role models and learning.

"This show gives kids something to say 'yeah, that's my TV show. **NASCAR Think Fast!** is mine,'" said Petty. "Kids can watch **NASCAR Think Fast!**, understand a little bit of the technical side of it, take the life lessons and apply it to their own life."

To maintain a high-set of educational content, NASCAR Think Fast's producers have formed an advisory panel of experts to ensure the legitimacy and relevance of each show to be chaired by Dr. Donald F. Roberts of Stanford University. Roberts is a published specialist on children and the media. Joining him as 'guardians' of NASCAR Think Fast! are Dr. Billy Hill, chair of the communications department at UNC-Charlotte; Dale Harrison, a teacher in the North Carolina public school system; Dr. Billie Maitland, a psychologist at the Mecklenburg Psychological Group in Charlotte and Zeta Smith, general manager of **NASCAR Racing for Teens** Magazine.

"**NASCAR Think Fast!**, which meets the core requirements of FCC-friendly programming, is yet another positive program that we are proud to bring to television viewers nationwide," said Ray Warren, president and chief operating officer for Raycom Sports. "It will be fun, it will be educational and best of all, it will be entertaining for audiences of all ages."

NASCAR is celebrating its 50th Anniversary in 1998 with a fully integrated media driven marketing program that is celebrating the sport's past, present and future.

NASCAR is considered the most competitive form of motorsports in the world. Close, side-by-side competition is the foundation for NASCAR-style racing as it strives to continue to make stock car racing in the United States highly competitive, affordable, and entertaining at approximately 2,000 events in 13 racing divisions at

more than 100 tracks throughout the United States each year.

As the leader in motorsports entertainment, NASCAR has developed the NASCAR Online Internet World Wide Web site, NASCAR Thunder retail stores, NASCAR Cafe restaurants, NASCAR Silicon Motor Speedway, NASCAR SpeedPark attractions and an exhibition race in Japan that are designed to benefit the sport's drivers, teams and tracks.

Sunbelt Video, a Charlotte, N.C.-based television production company founded in 1980, is one of the largest producers of motorsports television programming in the nation. Sunbelt produces in excess of 300 hours of network and syndicated television annually for TNN, ESPN, FOX and SpeedVision. In 1998, Sunbelt Video was acquired by American City Business Journal (ACBJ), parent company of Street & Smith Sports Group, publisher of *NASCAR Winston Cup Scene*, *NASCAR Winston Cup Illustrated* and *On Track* Magazine. ACBJ is the largest publisher of business journals in the nation. ACBJ's parent company is Advance Communications, one of the largest media conglomerates in the world.

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 Think Fast!*, the company televises ACC Basketball and produces the complete package of college basketball games for ABC Sports. 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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