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RAYCOM

Press Release

FOR IMMEDIATE RELEASE

Monday, August 7, 1995

Raycom clears Elvis special to 87 percent of U.S.

Charlotte, N.C. -- Focusing on the popularity of Elvis Presley with the younger generation, Raycom has produced and distributed a special titled *Elvis Presley, Touch the Dream, A New Generation* to 87 percent of the U.S., including 34 of the top 35 markets.

Hosted by award-winning country music star Travis Tritt, *A New Generation* was filmed at Elvis' impressive home, Graceland, in Memphis and features interviews with many of Elvis' younger fans. The one-hour special will also feature concert footage of Elvis and interviews with those who watched him perform throughout his career.

The special is cleared in 87 percent of the U.S., including 34 of the top 35 markets nationally. It will run in an August 5-20 window in national syndication, coinciding with Elvis' death on August 16, 1977.

A New Generation will focus on the life of Elvis from his days growing up in Tupelo, Miss. through his last days at Graceland, his fabulous home in Memphis, Tenn. The one-hour special, produced by award-winning producer Cary Glotzer in association with the Elvis Presley Estate, will show how the legend of Elvis has produced a whole new generation of fans.

Headquartered in Charlotte, N.C. with offices in New York, Chicago, Dallas, Fort Lauderdale, Los Angeles and St. Petersburg, broad-based Raycom, Inc. annually televises hundreds of sports and entertainment specials and provides sales and marketing representation services for a variety of clients. Raycom, a subsidiary of Atlanta, Ga.-based Ellis Communications, also has event management and production services divisions.

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ACTRESS LISA HARTMAN BLACK SET TO PARTICIPATE IN
RAYCOM'S FIRST TWO ELVIS PRESLEY TELEVISION SPECIALS
UNDER "ELVIS ON RAYCOM" BANNER
WITH SONGWRITER/PERFORMER MAC DAVIS

CHARLOTTE, April 28 -- Popular television actress Lisa Hartman Black and accomplished songwriter/performer Mac Davis are set to appear on RAYCOM'S first two Elvis Presley television specials under the ELVIS ON RAYCOM banner, announced Rick Ray, RAYCOM'S chief executive officer.

Produced by RAYCOM, in association with the Elvis Presley Estate, the two specials will air in August via a syndication network. The first program, "America Comes to Graceland," is a one-hour show scheduled to air in the August 7-14 window. The second special, "Elvis: His Life and Times," a two-hour documentary, will air the following week between August 14-21. The broadcasts of both shows will coincide with Tribute Week, the annual pilgrimage by thousands of Elvis fans to Graceland on the anniversary of his death. During last year's memorial, 30,000 fans made the journey to Elvis' home.

Hartman Black and Davis will each narrate segments of the two programs which will include footage never before seen by a national television audience and will be the definitive video biography of the King of Rock and Roll. Davis also recently wrote a new song in Elvis' honor entitled "Elvis Has Left the Building."

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"We are thrilled to have Lisa and Mac on board," said Ray. "Both have a terrific ability to connect with audiences, and we believe they will be a dynamic addition to our specials."

Hartman Black most recently starred in the top-rated CBS motion picture-for-television "Without a Kiss Goodbye." Earning an impressive 17.2/29 share, the telefilm was the highest rated program of the night and placed in the top ten for the week. Best known for her work on the long-running television series "Knots Landing," Hartman Black also starred in last summer's highly anticipated series "2000 Malibu Road" from Spelling Entertainment. Her established popularity has also assured top ratings for several other successful motion pictures-for-television including "The Return of Elliot Ness," with Robert Stack, "Full Exposure: The Sex Tapes Scandal" and "Bare Essentials," with Gregory Harrison. Married to country music superstar Clint Black, Hartman Black recently traveled with her husband to Somalia as part of a USO tour dedicated to helping troops with the crisis in that country.

Davis recently starred in the critically acclaimed Broadway musical "Will Rogers Follies." A Grammy nominee and People's Choice Award winner, he wrote three hit songs for Elvis: "Memories," "Don't Cry Daddy" and "In the Ghetto," which received a Grammy nomination for best song. Selected "Entertainer of the Year" by the Country Music Association, Davis has also starred in his own television variety series and appeared in several motion pictures including "The Sting II" and "North Dallas Forty."

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The two specials are the first to air under a new five-year agreement between RAYCOM, a Charlotte-based sports and entertainment company, and the Elvis Presley Estate. The ELVIS ON RAYCOM programs will originate from Graceland beginning this August and conclude with a special series of shows in 1997 marking the 20th anniversary of Elvis' death. RAYCOM's Cary Glotzer, a former producer for NBC, will be coordinating producer for the specials.

"The public can look forward to some truly rare and outstanding programming from RAYCOM that not only covers the continuing story of Elvis, but also offers fresh insights into his life," said Jack Soden, chief executive officer of the Elvis Presley Estate. "Some of the footage RAYCOM has acquired is as historically significant as it is entertaining. We selected RAYCOM because of its excellent reputation for innovative and quality production."

In 1987, RAYCOM syndicated the special "Elvis' Graceland," a tour of the Elvis estate hosted by Priscilla Presley. A ratings success, the show cleared 93 percent of the nation and earned a 7.2 rating.

RAYCOM is in its second decade of marketing, producing and distributing college sports programming, in addition to creating and managing special events. With its development of regional television networks, impressive inventory of quality sports and entertainment programs and an established record of service, RAYCOM has become the new network of the '90s.

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