

# Sunday Sports

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## Raycom merger complete

Two prominent Charlotte-based sports TV entities merged Friday when Raycom Sports' acquisition of Lincoln Financial Sports was completed.

Raycom Sports president and CEO Ken Haines said Saturday that Raycom, which employs 30, will incorporate Lincoln Financial's 41 employees into its staff. Haines said Raycom won't make major structural changes until after basketball season, when it will re-evaluate and adjust its operations.

The merger was announced last month as part of a \$583 million deal in which parent company Raycom Media of Montgomery, Ala., also bought WBTV in Charlotte and TV stations in Richmond, Va., and Charleston.

"What it does is give us an opportunity to have more resources at our disposal, which I feel like will open up more opportunities for the company," Haines said.

Founded in 1979, Raycom holds football and basketball rights to the SEC through the end of the 2008-09 basketball season and the ACC through the end of the 2010-11 basketball season. Lincoln Financial, which previously was called Jefferson-Pilot Sports, had held the SEC syndication rights.