



## NEWS RELEASE

### Gray Renews *InvestigateTV+* For 2024-2025 Season

**Atlanta, Georgia – April 18, 2024. . . Gray Television, Inc. (“Gray” or the “Company”)** (NYSE: GTN) announced today that its daily, 30-minute news magazine *InvestigateTV+* is renewed for a second season in 2024-2025. The renewal is the direct result of impressive, double-digit ratings growth in the show’s debut season. *InvestigateTV+* built audience throughout its first season with an average of 25% growth with Adults 18+ across all Gray markets since its launch in September 2023 (Source: Nielsen).

“We are thrilled with the quality of the journalism *InvestigateTV+* provides and the increase in audience month after month,” Gray’s Chief Operating Officer Sandy Breland said. “Every day, more viewers are discovering how *InvestigateTV+* combines the strength of Gray’s local newsrooms with a dedicated investigative team to deliver real life solutions.”

*InvestigateTV+* is hosted by Lee Zurik and Tisha Powell. Zurik is Vice President of Investigations for InvestigateTV and works as an anchor and Chief Investigative Reporter at WVUE in New Orleans. Tisha Powell is an anchor at WAFB in Baton Rouge and a veteran journalist who also reports for *InvestigateTV+*.

“We are excited about our show’s momentum and the phenomenal feedback from our viewers proves that the stories we are telling are truly making an impact,” Zurik said.

*InvestigateTV+* airs in all 114 Gray markets. The program features the award-winning work of the InvestigateTV unit, plus consumer, health, and original content curated from across their local markets. The program is doing particularly well in the key Adults 25-54 demo in several of Gray’s largest markets, including St. Louis (up 25% in Adults 25-54 over the Time Period in May 2023), Cleveland (up 18% in Adults 25-54 since May 2023), Richmond (up 16% in Adults 25-54 since May 2023), and Nashville (up 11% in Adults 25-54 since May 2023), according to Nielsen for the week ending March 22.

“Our team is looking forward to another season providing our viewers with exclusive investigations, takeaways they can use in their daily lives, and inspiring stories about real people making a difference,” Powell said.

#### **About Gray:**

Gray Television, Inc. is a multimedia company headquartered in Atlanta, Georgia. Gray is the nation's largest owner of top-rated local television stations and digital assets. Its television stations serve 114 television markets that collectively reach approximately 36 percent of US television households. This portfolio includes 79 markets with the top-rated television station and 102 markets with the first and/or second highest rated television station. Gray also owns video program companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, as well as the studio production facilities Assembly Atlanta and Third Rail Studios. Gray owns a majority interest in Swirl Films. For more information, please visit [www.gray.tv](http://www.gray.tv).

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