



Gray's Augusta, Georgia Television Station, WRDW-DT, Will Broadcast The Masters Golf Tournament and the NCAA Basketball Championship Game in High Definition Television

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ATLANTA, Feb. 15 /PRNewswire/ -- Gray Communications Systems, Inc. (NYSE: GCS GCS.B) announced today that its television station WRDW located in Augusta, Georgia, will broadcast the Masters Golf Tournament and the NCAA Basketball Championship Game in High Definition Television ("HDTV"). The telecasts will be part of the CBS Television Network's HDTV coverage of these prestigious sporting events.

Gray has commenced a multi-million dollar project to equip WRDW to broadcast in HDTV. The new digital television station will be identified by the call letters WRDW-DT and will broadcast on channel 31 to the Augusta television market, the nation's 115th largest market. WRDW-DT will be the first HDTV station serving the Augusta market.

HDTV provides television viewers with substantially better picture clarity compared to current television broadcasts. Gray intends to initiate HDTV broadcasting at several other of its television markets by the end of 2000 and have all thirteen of its stations broadcasting in HDTV by mid 2002.

Gray Communications Systems, Inc. is a communications company headquartered in Atlanta, Georgia, and operates ten CBS-affiliated television stations, three NBC-affiliated television stations, four daily newspapers, an advertising weekly shopper, a satellite uplink and production business and a paging business. The Company's current operations are concentrated in the Southeast, Southwest and Midwest United States.

SOURCE Gray Communications Systems, Inc.

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