



Gray Television, Inc. Launches 27 iPhone(TM)/iPod Touch(R) Apps in the Apple(R) App Store

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ATLANTA, Sept. 1 /PRNewswire-FirstCall/ -- Gray Television, Inc. (NYSE: GTN) today announced that one full month following the launch of 27 local news iPhone(TM) Apps over 12,500 Apps have been downloaded.

Gray Television, Inc. has partnered with Inergize Digital(R) and DoApp(R) to bring Mobile Local News(TM) to its local television markets. Mobile Local News is an iPhone(TM) and iPod touch(R) application that distributes locally branded news, geo-location based weather, sports, politics, entertainment and other station branded content to consumer iPhone and iPod touch mobile digital devices. Local video content and local weather radars and maps have made their way to the Gray iPhone apps just last week. Multi-connection video support is included for the EDGE Network, 3G and WiFi, providing automatic video adjustment for an enhanced viewing experience.

"The launch of our local news apps is another way in which we're expanding our mobile strategy. Not only are we finding more ways to reach our users we're also finding new ways to leverage these platforms to be valuable revenue opportunities for us," said Lisa Bishop, Vice President Internet Operations & New Media at Gray Television, Inc.

Inergize Digital and DoApp leverage the latest mobile technologies to provide a superior user experience in Mobile Local News. With their new, patent-pending navigation system, media companies dynamically add and remove navigation categories and subcategories directly from the user friendly Web interface. Media companies can also control content by adding and removing sections that are seasonal or relevant for specific times of the year.

About Mobile Local News

Mobile Local News is the complete mobile distribution solution for local media companies. With a fully customizable user interface; industry-leading navigation technology; video playback in EDGE, 3G and WiFi networks; geo-location based weather and advertising; superior content coverage; one-click sharing by text message, e-mail, Twitter and Facebook(R); and the industry's only geo-located local ad serving, Mobile Local News is uniquely positioned to keep consumers engaged anywhere at any time with complete monetization for local media companies. To learn more about Mobile Local News, visit www.mobilelocalnews.com.

About Gray Television, Inc.

Gray Television, Inc. (<http://www.gray.tv>) currently operates 36 television stations serving 30 markets. Each of the stations are affiliated with either CBS (17 stations), NBC (10 stations), ABC (8 stations) or FOX (1 station). In addition, Gray currently operates 38 digital second channels including 1 ABC, 4 Fox, 7 CW, 16 MyNetworkTV, 1 Universal Sports Network, plus 8 local news/weather channels and 1 "independent" channel in certain of our existing markets.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies. The Company's Content Management System leverages the power of video, mobile distribution, e-mail and syndication delivery, online directories as well as advertising leadership in contests and gaming to create profitable Web sites and campaigns for local television, radio, newspaper, magazine and other media companies. E.W. Scripps, Four Points Media, Liberty Media, Newport Television and New Vision Television Group, among others, rely on Inergize Digital to position their Web sites as the number one source of local information. For more information, visit www.inergizedigital.com or call (952) 417-3294.

About DoApp

DoApp Inc. (www.doapps.com) is a development company of both consumer and business applications (apps) for Web sites, desktops and mobile devices. The Company focuses on making apps "cool" and easy-to-use. The DoApp product portfolio encompasses mobile entertainment, productivity apps and lifestyle apps. The Company is based out of Minnesota with teams in Rochester and Minneapolis. DoApp Inc. is an approved member of the Apple iPhone developer program. Their application portfolio included two applications that made Apple's 2008 list of most popular applications.

SOURCE Gray Television, Inc.

Bob Prather, President and Chief Operating Officer, +1-404-266-8333; Lisa Bishop, Vice President Internet Operations & New Media, +1-630-653-2731, both of Gray Television