



Gray Television, Inc. Helps the University of Kentucky Men's Basketball Team Raise Donations for Haiti

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ATLANTA, Feb 03, 2010 /PRNewswire via COMTEX/ -- Gray Television, Inc. ("Gray," "we" or "us") (NYSE: GTN) assists the University of Kentucky men's basketball team make a slam dunk in its effort to help victims of January's devastating earthquake in Haiti. The effort even scored a high-five for the team from President Barack Obama.

With the help of four Gray Television stations and less than 48 hours to plan and execute it, the basketball team raised more than a million dollars during the "Hoops for Haiti" fundraising telethon on January 17. Produced and aired by Gray's WKYT-TV in Lexington, Ky., the telethon also aired on three additional Gray television stations: WYMT-TV in Hazard, Ky.; WBKO-TV in Bowling Green, Ky.; and WSAZ-TV in Huntington, W.V.

"The people and the fans of Kentucky, this state of Kentucky and the people all over this nation called in," UK head coach John Calipari said on the telethon. "I don't know what to say. It's emotional. We just spent a day and all you people did it. I just want to thank you. Thank you, Kentucky."

During the four-and-a-half hour telethon, Coach Calipari and WKYT-TV's on-air staff talked with other University of Kentucky coaches, current and former players, local and national celebrities, the collegiate coaching community, and local and national business leaders. With current Kentucky basketball players answering phones, callers donated more than \$501,000. With matching funds and auctions, the "Hoops for Haiti" effort raised more than \$1,300,000.

Celebrities like actress Ashley Judd, Pittsburgh Steelers coach Mike Tomlin and country star Taylor Swift participated by volunteering to auction various items on eBay. The bid for a dinner for six at Coach Calipari's home with Judd - an avid Wildcat fan -- went for \$98,100.

"This is not about me or my team or the university," Calipari said. "This is everybody. The people answering phones, the people from WKYT-TV who offered their time, all you guys. It's just a great, great thing."

To express his admiration and thanks for the "Hoops for Haiti" telethon, President Obama personally called Coach Calipari and the Kentucky basketball team on January 26. "I just want to let you guys know that I am very, very proud of what you guys did," the President told the team. "It shows a lot of character, and I hope that carries over."

Gray Television, Inc.

Gray Television, Inc. is a television broadcast company headquartered in Atlanta, GA. We currently operate 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, we currently operate 39 digital second channels including 1 ABC, 4 Fox, 7 CW, 18 MyNetworkTV, 2 Universal Sports Network affiliates and 7 local news/weather channels in certain of our existing markets.

Web site: www.gray.tv

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