



Gray Television Launches On Syncbak Internet Platform

September 4, 2013

ATLANTA, Sept. 4, 2013 /PRNewswire/ -- **Gray Television, Inc.** ("**Gray**," "**we**," "**us**" or "**our**") (NYSE: GTN and GTN.A) today announced the consumer launch of all of its Big Four affiliated channels on the Syncbak app.

As a result, in-market consumers who download the mobile Syncbak app to their tablets or smartphones may now watch their local Gray station during time periods when the channels broadcast their licensed programming. Gray's stations are not offering any content from a Big Four network through Syncbak at this time. With Syncbak's geo-located authentication technology, consumers are only able to view channels while physically located within the television market of the station providing its signal via the Syncbak app.

Gray Television President and CEO Hilton Howell said, "We know that our viewers want their local stations wherever they are, on whatever device they have in-hand. We are thrilled that we can give our viewers the local news and popular syndicated content that they want, when they want it."

Local station programming can now be received on mobile devices, including smart phones, iPads, and various other tablet and mobile devices. The Syncbak app is available in the App Store and Google Play.

"Gray now joins the more than 200 broadcast stations that have chosen Syncbak for their mobile broadcast solution and we are pleased that Gray is among the first in their markets to provide on-the-go mobile access to viewers," says Jack Perry, Syncbak's founder and CEO.

Gray Television, Inc.

Gray is a television broadcast company headquartered in Atlanta, Georgia, that owns and operates television stations in 30 television markets broadcasting 46 channels affiliated with one of the "Big 4 Networks" (ABC, CBS, FOX and NBC) and 42 additional channels of programming. Twenty-two of Gray's channels are affiliated with the CBS Network, eleven channels are affiliated with the NBC Network, eight channels are affiliated with the ABC Network and five channels are affiliated with the FOX Network.

Syncbak, Inc.

Syncbak's technology "localizes the internet" for broadcasters, networks and entertainment studios, enabling retransmission of live television over the internet in much the same way it works over cable, satellite and telcos. Its internet TV platform, including a proprietary CDN and mobile app, authenticate, distribute and measure live television for in-market distribution to mobile and connected devices. Syncbak was founded in 2009 by Jack Perry.

SOURCE Gray Television, Inc.

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