



Gray Television Showcases New Logo And Website

October 15, 2013

ATLANTA, Oct. 15, 2013 /PRNewswire/ -- **Gray Television, Inc. ("Gray," "we," "us" or "our") (NYSE: GTN and GTN.A)** today announced the launch of a new look for the company, including an iconic logo and a cutting edge website.

Like a television camera lens, Gray is transparent to the public eye but plays a key role in capturing the important moments in life. Accordingly, Gray adopted an iconic logo that represents the "Gray lens" through which millions of people across the country see the world. The dynamic lines in the logo suggest Gray's ability to change focus when necessary, with colors that are a reflection of Gray's sophisticated spectrum as a media outlet. The primary colors used in each of Gray's individual station logos create the colors chosen for the company's new icon, and all the local station logos are brought together in the shape of the proprietary initial "G". Going forward, Gray will reflect the legacy of its leading local brands through the prominent use of this modern, three-dimensional icon.

Gray's redesigned website (www.gray.tv), featuring the new logo, turns the camera lens inward to focus on the company and its value to our important stakeholders. The site now provides investors, employees and others access to all relevant information about the company, its management, its local stations, and its digital and mobile platforms.

Since our founding in 1897, we have grown far beyond a single local newspaper in Albany, Georgia, without losing our local focus. We are proud of the legacy of innovation and leadership that Gray's professionals demonstrate every day at every one of our stations. Our new look, our new icon, and our new website embody these attributes and confirm Gray's commitment to excellence in our local markets.

Gray Television, Inc.

Gray is a television broadcast company headquartered in Atlanta, Georgia, that owns and operates television stations in 31 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.

Website: www.gray.tv

SOURCE Gray Television, Inc.

Hilton H. Howell, Jr., President and Chief Executive Officer, +1-404-266-5512