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## **BOUNCE TV LAUNCHES SEPTEMBER 26**

### **Academy Award-Winning Movies & Stars, HBCU Football Games, Return of Soul Train and More**



**Portsmouth, VA – September 22, 2011:** Bounce TV, the nation’s first-ever over-the-air broadcast television network for African-American audiences launches on Monday, September 26 on the WAVY-TV 10 sister station channel 10.2, a free over-the-air digital channel.

Bounce TV will air 24 hours a day, seven days a week and is a digital terrestrial network designed for carriage on the digital signals of local television stations. The new network will feature a programming mix of theatrical motion pictures, live sporting events, documentaries, specials, inspirational faith-based programs, off-net series, original programming and more.

“We are pleased to launch Bounce TV as a free, over-the-air network here in Hampton Roads,” said Doug Davis, President and General Manager of WAVY-TV 10 and FOX 43. “Bounce TV on WAVY 10.2 offers our large African-American population a fresh destination to enjoy a wonderful array of entertainment 365 days a year.”

The network kicks off with a special presentation of the popular 1978 musical *The Wiz*, starring Michael Jackson and Diana Ross, at noon on Monday, September 26. The network’s first week of television continues with the classic drama *A Raisin in the Sun* at 3 p.m. and Spike Lee’s critically acclaimed social-conscious film *Do The Right Thing* at 8 p.m. Then on Tuesday, September 27 Bounce TV presents Lee’s 1988 musical-drama *School Daze* at 8 p.m. The entertainment continues on Wednesday, September 28 with the network’s first football game from the Central Intercollegiate Athletic Association (CIAA), the nation’s largest African-American athletic conference, as the top-rated Bulldogs of Bowie St. visit rival Virginia Union.

Bounce TV will feature hundreds of African-American-skewing motion pictures, including: Jamie Foxx's 2004 Academy Award-winning performance as Ray Charles in *Ray*; Denzel Washington's Academy Award-nominated role in *The Hurricane*; *The Bone Collector*, which pairs Washington with Angelina Jolie; *Bowfinger* starring Eddie Murphy and Steve Martin; *Dave Chappelle's Block Party (2005)*, the 1976 classic *Car Wash* and more.

Other Bounce TV programming highlights include Richard Pryor Week: October 3 -7 and the return of *Soul Train*, one of the longest-running series in television history to showcase the most popular musical performers. For more details on Bounce TV or for complete programming schedules, log onto [www.bouncetv.com](http://www.bouncetv.com).

Martin Luther King III and Ambassador Andrew Young are part of Bounce TV's Founding Group and Board of Directors.

"September 26 will be an important milestone as we launch the first-ever independently owned and operated broadcast television network featuring African-Americans," said Mr. King III.

"Beginning September 26, our network will deliver free programming for our vastly underserved community and be accessible free, to all homes. We look forward to Bounce TV entertaining African-American viewers, and frankly all Americans, for many years to come," commented Ambassador Young.

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**About LIN Media**

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