



UNIVERSAL SPORTS LAUNCHES ON WSKY-TV

24-Hour Olympic Sports TV Network now Available on Digital Channel 4.2

LOS ANGELES – October 16, 2009 – Universal Sports, the preeminent multiplatform destination for Olympic-related sports programming, announced today the launch of its 24-hour television network in Hampton Roads and northeastern North Carolina.

Universal Sports is now available over the air on WSKY digital channel 4.2.

Offering more than 1,000 live events and 7,000 hours of annual original event programming including an excess of 5,000 hours of archival programming, Universal Sports provides fans comprehensive coverage of more than 40 sports disciplines.

WORLD CUP AND CHAMPIONSHIPS ON UNIVERSAL SPORTS: Universal Sports will offer exclusive broadcast coverage of winter championship events, including Alpine Skiing, Freestyle Skiing, Nordic Skiing, including Ski Jumping, Cross Country, Nordic Combined, Bobsled & Skeleton, Snowboarding, Luge, Speed Skating, Ice Skating and Curling, as a preview to the 2010 Vancouver Olympic Games.

"We are excited to provide our viewers a high-quality sports viewing alternative that the whole family can enjoy" said Glenn Holterhaus, President/Managing Partner of WSKY-TV.

"We are excited to partner with WSKY in bringing Universal Sports to Olympic sports fans in Hampton Roads," said Bo LaMotte, Senior Vice President of Distribution for Universal Sports. "There is a strong appetite for year-round coverage of Olympic sports and the incredible athletes that compete as they prepare for the next Olympic Games."

For more information on current programming schedules and channel listings please visit UniversalSports.com/tvschedule.

UNIVERSAL SPORTS' WIDESPREAD AVAILABILITY: Universal Sports is available in eight of the top 10 DMAs including New York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, San Francisco and Washington, D.C. The latest

expansion includes launches in Atlanta, Detroit, Tampa, Orlando, Puerto Rico, Columbus, Buffalo, Fresno and Charleston markets. Earlier this year, the network announced launches in the major markets of Houston, Seattle, Miami, Denver, Portland, Indianapolis, Raleigh and Jacksonville.

ABOUT UNIVERSAL SPORTS: Universal Sports, a partnership between NBC Sports and InterMedia Partners, serves as the preeminent multiplatform destination for Olympic-related and lifestyle sports programming available on television and online. Universal Sports is a 24-hour television channel available in more than 56 million television households nationwide including New York, Los Angeles, Chicago, Philadelphia, Dallas, San Francisco, Washington D.C., Houston, Seattle, Miami, Denver, Indianapolis, San Diego, Hartford-New Haven, Las Vegas and more. Major world championship and Olympic qualifying events found on Universal Sports range from track and field, skiing, swimming, gymnastics, marathons and cycling, to volleyball, rowing, triathlon, fencing, speed skating and martial arts. UniversalSports.com delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through blogs and in-depth access to Olympic sports news and information year round. For more information on the availability of the Universal Sports 24-hour television channel, please visit UniversalSports.TV.

For more information, please contact:

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