



WWBT HIRES NEW GENERAL SALES MANAGER

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Mr. Brian Ahladas joins WWBT/NBC12 as General Sales Manager. He was most recently the GSM of the three station Newsplex operation in Charlottesville with responsibility for WCAV/CBS19, WVAW/ABC16, and WAHU/FOX27, where he successfully rebuilt their sales operations. Ahladas, a graduate of the University of Virginia, spent 6 years as an account executive at WTVR TV6 when it was owned by Raycom Media. Prior to joining the broadcast industry, Brian was a sales associate with Mercedes Benz of Richmond and spent 6 years as a financial specialist and financial advisor with Wachovia Securities.



Mr. Ahladas fills the position formerly held by Mr. Kym Grinnage who was named VP and General Manager of WWBT/NBC12 earlier this year.

Raycom, an employee-owned company, is one of the nation's largest broadcasters and owns and operates 46 television stations in 18 states. Raycom stations cover more than 12 percent of U.S. television households and employ 3,760 individuals in full and part-time positions. In addition to television stations, Raycom owns Raycom Sports (a marketing, production and events management and distribution company in Charlotte); Raycom Post (a post production facility in Burbank, California), Broadview Media (a post production/telecommunications company based in Montgomery), and CableVantage (a cable advertising sales group based in Columbia, South Carolina).

Further information about Raycom can be found at the corporate website, <http://www.raycommedia.com>.