



For Immediate Release

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FOX RICHMOND AND VHSL ANNOUNCE BROADCAST AGREEMENT

FOX Richmond and Telecast Presenting Sponsor FAMIS in cooperation with the Virginia High School League are proud to announce their agreement to broadcast the 2008 Virginia High School League Basketball Championships live for the State of Virginia.

Richmond, VA (February 22, 2008) - WRLH FOX Richmond, owned by Sinclair Broadcast Group, has agreed to broadcast the 2008 VHSL Basketball Championships for the State of Virginia. FOX Richmond will serve as the exclusive TV broadcaster of the Championships for the Richmond Market. In 2007, Richmond's own Highland Springs High School was crowned VHSL Basketball Champion.

FOX Richmond General Manager, Steve Genett, commented, "With all of the network and college sports that WRLH FOX Richmond televises, we believe that this championship series is a great opportunity for us to step up and provide local coverage of an important statewide sporting event." Genett continued, "Producing and distributing these championship games statewide is a significant achievement for WRLH. We owe that opportunity to our partners: the VHSL, telecast partners around the state, and all of our sponsors. Most of all, we are excited that our viewers will have the opportunity to see these thrilling, state championship games."

FAMIS, a Virginia program that provides affordable health insurance to children, is the presenting sponsor of the FOX Richmond broadcast. Patrick Finnerty, Director of the Virginia Department of Medical Assistance Services, commented "We are thrilled to be partnering with the Virginia High School League and FOX Richmond to sponsor the 2008 Statewide High School Basketball Championship. This is a wonderful opportunity for us to reach out to teens across Virginia. Recent research suggests that teens are more likely than younger children to be uninsured and therefore lacking vital health care services. The tournament provides the perfect platform to help us launch our new teen outreach campaign which will include a new section of the FAMIS website that was designed specifically for teens. When teens visit the website at www.famis.org and click on "FAMIS Teens," an interactive page will open where they can read about our FAMIS Teen spokesperson, download ringtones, and complete a scavenger hunt that gives them an opportunity to win one of several prizes. Our ultimate goal is for teens to learn more about staying healthy, the health care services provided by FAMIS, and how to apply."

The VHSL Basketball championships will be held at the Alltel Pavilion at the Stuart C. Siegel Center, Virginia Commonwealth University. The VHSL tournament will begin Tuesday, March 11th ending with the live broadcast on FOX Richmond of the **AAA** boys and girl's championships on Friday, March 14th and continuous coverage of the **A-1**, **A-2** and **AA** boys and girl's championships on Saturday, March 15th.

Air dates and times for the group finals are:

Friday, March 14

- 7pm Group AAA girls final
- 8:45pm Group AAA boys final

Saturday, March 15

- 11am Group A-1 girls final
- 1pm Group A-1 boys final
- 3pm Group A-2 girls final
- 5pm Group A-2 boys final
- 7pm Group AA girls final
- 9pm Group AA boys final

Statewide partners that will broadcast the FOX Richmond production of the Championships are:

WDCW - CW affiliate - Washington, D.C.

Cox Cable - Norfolk/Virginia Beach/Hampton Roads

MyC'ville TV - Digital station in Charlottesville, Gray Television Group station

WDRL-TV 24 - Roanoke, VA

WHSV - MyValley - Harrisonburg, VA

The **Virginia High School League** is an alliance of Virginia's public high schools that promotes education, leadership, sportsmanship, character and citizenship for students by establishing and maintaining high standards for school activities and competitions.

FAMIS is Virginia's program that helps families provide health insurance to their children. Health insurance is important to make sure that kids are able to get all the help they need to grow up healthy. FAMIS stands for Family Access to Medical Insurance Security. For more information about the FAMIS programs, visit www.famis.org or call toll-free: 1-866-87FAMIS (1-866-873-2647)

WRLH FOX Richmond first signed on the air in February 1982, became a network affiliate of FOX Broadcasting Company in August 1986 and has been owned by Sinclair Broadcast Group, Inc. since February 1998. Formerly FOX 35, FOX Richmond has become the leading broadcast network for Primetime television in Richmond, as well as the sports leader, being the first to carry NASCAR's Daytona 500, the NFL's Super Bowl and Major League Baseball's World Series all in the same year and the first broadcast station to carry a NASCAR Race Live from Richmond International Raceway.

For questions please contact WRLH Fox Richmond (804) 358-3535 or email questions/comments to bspoonhower@sbgnet.com.