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ESPN 760 IS THE NEW FACE OF SPORTS FOR WPTV NEWS CHANNEL 5

PM Drive Host Evan Cohen adds weeknight Sports Anchor duties

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WEST PALM BEACH, FL –Beginning January 1, 2010, ESPN 760 will be the new face of sports for WPTV News Channel 5 television. ESPN 760 will provide all sports coverage for the West Palm Beach NBC affiliate that has been the market's ratings leader for more than 50 consecutive years. This will include local sports features at 6 p.m. and a nightly sports wrap-up at 11 p.m., as well as "5 Sports Live," the 15-minute sports show seen every Sunday after WPTV's 11 p.m. newscast.

"This is an exciting development for local sports, and there aren't two better resources to make it happen than ESPN 760 and WPTV," said Steve Politziner, ESPN 760's Vice President and General Manager. "Great things can happen when two media companies at the top of their game join forces. ESPN 760 brings great assets to channel 5's newscast, and we're thrilled to have our brand extended through the reach of the area's most-trusted news operation."

WPTV's Vice President and General Manager Steve Wasserman added his excitement by saying, "this long-term partnership benefits our station by giving us access to a 24-hour sports-focused operation that is affiliated with ESPN, But the real winners are the sports fans from Sebastian to Boca Raton who now have an unparalleled source of sports information through the powerful combination of the region's top-rated television station and the area's unrivaled leader in sports radio programming."

This innovative partnership between ESPN 760 and WPTV will raise the profile of local sports in the Palm Beaches and Treasure Coast to an unprecedented level. Evan Cohen, PM Drive Host on ESPN 760, will lead this joint venture. In his six years in Palm Beach County, Cohen has become the voice of the area sports fan. He will now anchor "Braman Motorcars 5 Sports Live" and lead the on-air effort weeknights for WPTV. Also contributing will be former Florida Atlantic University defensive lineman and current ESPN 760 host/reporter, Jason Pugh and ESPN 760 producer/reporter Herb Uzzi.

Evan Cohen added "you can expect the same passion and opinions each night on WPTV that we have brought to the radio show each day for the last six years. Palm Beach County and the Treasure Coast are full of great local stories and our team is looking forward to sharing them with our viewers."

About ESPN 760

ESPN 760, which has been the Palm Beaches' and Treasure Coast's sports station for more than six years, features the biggest local and national names in sports talk along with live play-by-play broadcasts of top professional, collegiate and high school athletics. ESPN 760 is owned by Good Karma Broadcasting, a sports marketing company, which owns and operates 11 radio stations and associated Web sites.

About WPTV

WPTV, an NBC affiliate since signing on more than 50 years ago, offers more locally produced programming than its competitors. Its early evening newscasts attract more viewers than competing network affiliates combined. Its corporate parent, The E.W. Scripps Company, is a diverse media enterprise with interests in television stations, newspapers, local news and information Web sites, and licensing and syndication.



Evan Cohen



Jason Pugh