



BROADVIEW KEY TO REVAMPED OPERATIONS FOR GEORGIA'S WNEG-TV Programming, Traffic and Sales Management Modules Open Future

TORONTO, ON / TOCCOA, GA – April 14, 2009 – WNEG-TV has implemented BroadView Software's IT-based programming, traffic and sales management modules as part of its transformation from a large group-owned CBS affiliate to an independent television media outlet owned by UGARF Media Holdings, LLC and operated by the University of Georgia's Grady College of Journalism and Mass Communications. The new tools provide power and simplicity to enable the station to explore and expand opportunities for serving the audience through all kinds of cultural, sports and news programming.

BroadView's open database architecture provides a "clean slate" for the station staff to be creative in their innovation. Such purposeful creativity is taking place as part of the university's journalism program. The program will use the station's position as the sole television news outlet in the region to hone skills while serving the local community with a showcase of talent. In the back office, the traffic and sales modules help prove the viability and vitality of the concepts through enabling community support.

"WNEG shares our commitment to improving the future of broadcasting. Hence providing the information infrastructure to realize its vision expands our horizons, too," said Michael Atkin, BroadView Founding Partner and President. "Our platform provides the openness and flexibility to meet both the current needs and their future vision."

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About BroadView Software

BroadView Software Inc. is a leading North American developer of broadcast information-management solutions. For more than two decades, noted radio, TV broadcast and cable network clients have come to rely on BroadView's integrated systems to manage all their needs in programming, traffic and sales. Built on an advanced information infrastructure to deliver workflow gains, it is flexible and customizable. It is also suited for rapid deployment, allowing clients to launch quickly regardless of the complexity of their needs. BroadView's innovative, fully-integrated approach yields efficiencies that translate into substantial savings in staff time and ongoing operational benefits, month after month.

Visit: www.BroadViewSoftware.com.

About WNEG

WNEG 32 is a leader in defining Northeast Georgia as a cultural and economic region. It is the only source for local television news in the North East Georgia area. The news operation uses the latest technology to gather information from sixteen Georgia counties, upstate South Carolina and the mountains of North Carolina. The sports department focuses on local high school and college sports, including the University of Georgia and Clemson University. During football season, WNEG 32 covers the high school teams every week with "Friday Night Under the Lights," a show featuring scores and highlights of all 27 teams in our area. By reaching out to the business and civic elements of the communities it serves, WNEG fosters a regional concept that will provide the infrastructure to bring planned economic and cultural growth to the area.

Visit: www.wneg32.com

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