



Gray Television and Mixpo Bring Local Online Video Advertising Capabilities to Marketers in 30 Markets Across the U.S.

Partnership designed to extend local TV advertising to Gray Television stations Web properties

ATLANTA and SEATTLE – Oct. 13, 2009 – Gray Television, Inc. (www.gray.tv) (NYSE: GTN), and Mixpo (www.mixpo.com), an online video advertising technology company, today announced a partnership bringing online video advertising capabilities to local TV advertisers in 30 markets across the U.S.

Through Mixpo's platform, Gray Television is bridging the gap between TV and Internet advertising. The partnership enables advertisers, through Gray Television's 36 TV stations, affiliated with either CBS (17 stations), NBC (10 stations), ABC (8 stations) and FOX (1 station), to extend local TV spots to the Web with interactive online video display ads, simply called Xspots (<http://www.mixpo.com/xspot>).

"Through the Mixpo Xspot, we're bringing a compelling online video advertising offering to our local TV advertisers in each of the 30 markets we serve," said Lisa Bishop, vice president of Internet Operations & New Media, Gray Television. "Online video advertising, through the Xspot, is an opportunity that is simple for our advertisers to understand, while extending their local TV efforts to the Web complete with video, interactivity and accountability, all without new production costs."

"Gray Television is a leader in local TV and an ideal media partner in our efforts to extend local TV advertisers' spots to the Web," said Anupam Gupta, president and CEO of Mixpo. "The Xspot is a simple, cost-effective online video advertising capability for local TV advertisers to reach their target audiences through a cross-platform – TV and online – campaign."

ABOUT Gray Television, Inc.

Gray Television, Inc. is a television broadcast company headquartered in Atlanta, GA. Gray currently operates 36 television stations serving 30 markets. Each of the stations are affiliated with either CBS (17 stations), NBC (10 stations), ABC (8 stations) or FOX (1 station). In addition, Gray currently operates 38 digital second channels including 1 ABC, 4 Fox, 7 CW and 16 MyNetworkTV affiliates plus 8 local news/weather channels and 2 "independent" channels in certain of its existing markets.

About Mixpo

Mixpo is an online video advertising technology company focused on extending local TV advertising to the Web. Through a simple and powerful combination of production,



campaign management and reporting tools, Mixpo enables media companies and advertising agencies to deliver interactive video campaigns via standard display ad units. To find out more about Mixpo, please visit us at www.mixpo.com.

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