



**North American
Broadcasters Association**

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FOR IMMEDIATE RELEASE

EDDIE FRITTS, CHAIRMAN OF THE FRITTS GROUP AND FORMER PRESIDENT & CEO OF THE NATIONAL ASSOCIATION OF BROADCASTERS TO RECEIVE NORTH AMERICAN BROADCASTERS ASSOCIATION'S 2008 INTERNATIONAL ACHIEVEMENT AWARD

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TORONTO, CANADA (February 11 , 2008)

Edward (Eddie) Fritts will be honored by the North American Broadcasters Association (NABA) in recognition of his outstanding leadership in the broadcasting industry.

Mr. Fritts will be presented with the Association's prestigious International Achievement Award at the Award Ceremony and Dinner on February 26th during NABA's Annual General Meeting and Conference, February 25-27th in Atlanta, Georgia,. (For more information on the NABA AGM and Conference, please visit www.nabanet.com.)

Mr. Fritts was the President and Chief Executive Officer of the National Association of Broadcasters (NAB) from 1982 until 2006. As a local broadcaster from Mississippi, Eddie brought real world experience to his tenure as head of NAB, where he led the organization to become one of the most respected and effective lobbying entities in the United States and was a prime force in the reassessment of media ownership rules and regulations by the US Government, resulting in fundamental change for broadcasting.

Chief among his achievements was his leadership role as catalyst for the 1996 Telecommunications Act. The Act's goal is to let anyone enter any communications business -- to let any communications business compete in any market against any other. Generally regarded as the most important legislation regulating media ownership in the past 50 years, this Act became the starting point for sweeping regulatory reforms that have continued since its passage. He started a grass-roots effort in Washington, DC to educate lawmakers on decades-old regulations that

onerously constricted broadcasters and tightly limited ownership. Mr. Fritts modernized and expanded the NAB organization enabling it to work closely with lawmakers in navigating the changing landscape; thus, securing this important reformation of telecommunications law in the United States.

Beyond the 1996 Telecom Act, Eddie Fritts is credited with passage of the 1992 Cable Act; passage of legislation that rolled back an FCC low-power FM initiative; elimination of the fairness doctrine, and passage of legislation allowing satellite companies to deliver local TV stations. Throughout his over 20 year tenure, he has acted tirelessly to unite the broadcast industry, even when factions of the industry were not cohesive. Eddie's personal belief in the responsibility of broadcasters to provide public service has been an earmark of his involvement in the industry. He also is engaged in many civic and charitable efforts outside of the broadcast industry.

After twenty-three years at NAB, Eddie launched The Fritts Group in March 2006 where he continues his work in the telecommunications arena offering strategic counsel in the areas of political consulting, government relations, international affairs and public relations. Eddie's passionate and significant contributions to the broadcasting community will have great impact for years to come.

The NABA International Achievement Award is presented annually and recognizes individuals who have demonstrated extraordinary leadership in broadcasting and commitment to NABA's goals and principles.

For more information on the NABA AGM and Conference, please visit www.nabanet.com.

About NABA

The North American Broadcasters Association (NABA) is a non-profit union of the most influential broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. Network broadcasters, both public and private, in the United States, Mexico and Canada work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for North American broadcasters to share information, identify common interests and reach consensus on issues of an international nature. NABA provides representation for North American broadcasters in global forums on topics including journalism issues, protection of content, spectrum related concerns, the territorial integrity of broadcasters' signals, and digital transmission issues.

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