

FOR IMMEDIATE RELEASE

David Lowe Named President and General Manager of
KVIE Public Television

SACRAMENTO, CA, May 21, 2008 — Following a nationwide search, the Board of Directors of KVIE Public Television announced today that David Lowe, the station's Vice President for Marketing and Development for the past seven years and Interim President and General Manager since February, has been appointed to serve as the station's sixth President and General Manager in its 49-year history. KVIE is the PBS station that serves Sacramento-Stockton-Modesto in the nation's 20th largest television market.

"The board is pleased that after working with an independent search firm we found that David's vision of strong community building and technological innovation would be best to fulfill our mission of service to our region," says Michele Wong, Chair of KVIE's Board of Directors. A search committee that included Wong was formed to work with NETA Consulting, and also included Linda Cutler, John Onsum, Randy Reynoso, Bill Slaton, Tom Stallard, Frank Washington, and Henry Wirz. "David will lead us through historic times as two important broadcasting milestones approach in 2009: the national transition to digital broadcasting and the anniversary of KVIE's 50th year of service," concluded Wong.

"I am honored to have been selected," said David Lowe. "My goal is for KVIE to become more widely known as the community's storyteller—preserving our region's memories, providing greater focus on our current situations and needs, and helping us all look into the future and make responsible decisions that affect us and future generations. We're embracing the digital future and look forward to providing more quality programming on television, the Internet, mobile handheld devices, and devices yet to be invented that connect people to information."

Prior to joining KVIE in 2001, Lowe held marketing management positions with Fortune 500 Transamerica Corporation and software companies Unify and Orchestra. He has served on national committees for PBS and on local boards of directors, including the Sacramento Asian Pacific Chamber of Commerce and the Stockton Chamber of Commerce.

About KVIE Public Television:

KVIE Public Television, located in the heart of California's Central Valley, inspires audiences and enriches their lives through engaging programs and educational services. Established in 1959, KVIE serves more than 1.3 million households in the nation's 20th largest television market. With one of the largest geographic signals in the country, KVIE can be viewed in 28 counties through its analog signal, more than 60 cable systems and satellite providers, and in high-definition on KVIE-DT. KVIE actively creates original local programming and is one of the leading producers of public television programming in the country, including its national series America's Heartland.

For more information, visit kvie.org.