

Atlanta Beat News Release

For Immediate Release

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WB36!

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Atlanta Beat Announces its 2002 Local Television Schedule WB36! to Broadcast Eight Home Matches

ATLANTA (April 8, 2002) - The Atlanta Beat, Atlanta's women's pro soccer team, today announced that Atlanta's WB36! will serve as the Beat's local television partner for the 2002 season, televising eight games. This agreement with WB36! brings the total number of televised games available to Beat fans in the Atlanta area to 13.

"The WB 36 is the ideal local television partner for the Beat," said Eddie Rockwell, General Manager of the Atlanta Beat. "The Atlanta Beat and WB36! have almost identical audiences, in addition to sharing the same philosophy about providing quality family-friendly entertainment."

The Beat's opening game on WB36! is a rematch of the 2001 WUSA semifinal, which the Beat won 3-2 on a Cindy Parlow "golden-goal" in overtime to send the Beat to the first ever Founders Cup, WUSA championship. This season's local television schedule also includes a Founders Cup rematch versus the San Jose CyberRays on June 22, at 7 p.m.

The 13 Beat games to be televised, locally and nationally, during the 2002 WUSA season include:

Sat., April 13	PHILADELPHIA CHARGE	7:00 p.m.	WB 36!
Sat., April 20	@Boston Breakers	7:00 p.m.	WB 36!
Sat., April 27	WASHINGTON FREEDOM	4:00 p.m.	PAX TV
Sat., May 4	@Carolina Courage	4:00 p.m.	PAX TV
Sat., May 18	@San Jose CyberRays	4:00 p.m.	PAX TV
Sat., May 25	BOSTON BREAKERS	7:00 p.m.	WB 36!
Sat., June 15	CAROLINA COURAGE	7:00 p.m.	WB 36!
Sat., June 22	SAN JOSE CYBERRAYS	7:00 p.m.	WB 36!
Sat., June 29	@Philadelphia Charge7	7:00 p.m.	WB 36!
Sat., July 13	@ New York Power	4:00 p.m.	PAX TV
Sat., July 20	BOSTON BREAKERS	7:00 p.m.	WB 36!
Sat., July 27	CAROLINA COURAGE	7:00 p.m.	WB 36!
Sat., Aug. 10	PHILADELPHIA CHARGE	4:00 p.m.	PAX TV

"We at WB36! are delighted to be a part of the inaugural telecast of the Atlanta Beat 2002 soccer season," said Dan Berkery, General Manager, WB36!/WATL-TV. "We view these telecasts as ground breaking and a further manifestation of women's athletic endeavors. These young women are not only outstanding athletes, but serve as role models for our core WB36! viewers."

The WUSA's 2002 national television schedule will feature games live on Saturday afternoons from 4:00 - 6:00 p.m. (ET) for a total of 21 matches, providing world-class women's soccer to PAX TV's 84 million homes. The WUSA on PAX TV schedule begins April 13 and ends with Founders Cup II on August 24, featuring 20 consecutive weekends of live WUSA matches.

The Beat kick-off the 2002 season at home on Saturday, April 13 verses the Philadelphia Charge at the Beat's new home, Herndon Stadium. Tickets for Atlanta Beat home games range in price from \$8-\$20 and can be purchased at www.ticketmaster.com or by calling the TicketMaster

number in your area. In Atlanta, call (404) 249-6400 and from outside Atlanta call 1-800-326-4000. Fans can also find a link to TicketMaster on the Beat's web site at www.theatlantabeat.com.

The Atlanta Beat is one of eight professional women's soccer teams that make up the Women's United Soccer Association (WUSA), the world's premier women's soccer league. In the inaugural 2001 WUSA season, the Beat finished as champions of the regular season and runner-up in the league's championship game, Founders Cup. For more information about the Atlanta Beat visit www.theatlantabeat.com.

WB36! is the home of The WB Network with top programs like "7th Heaven," "The Gilmore Girls," "Dawson's Creek," "Charmed," "Reba," along with such syndicated hits such as "Seinfeld," "Just Shoot Me," "Friends," and "The Simpsons." WB36! was ranked as America's number one WB affiliate for 1998 and 1999 and remains a premier WB affiliate. More information about programming and other WB36! events can be found at www.wb36.com. Tribune Broadcasting owns and operates WB36! along with 22 other major market television stations.