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WHMB-TV Indianapolis Announces Launch of new All Sports Channel 40.3

FOR IMMEDIATE RELEASE

INDIANAPOLIS (January 11, 2017) **WHMB-TV 40 / Indianapolis** announced today that it has launched WHMB TV All Sports Channel 40.3, in cooperation with American Sports Network (“ASN”). The channel is WHMB’s and LeSEA Broadcasting’s first-of-its-kind, all sports programming on a broadcast, over-the-air television channel. Current network programming includes 15-20 live men’s and women’s college basketball and hockey games each week, along with game replays at various times. ASN broadcasts include coverage of the Mid American Conference (MAC), the Horizon League, Big Ten Hockey, and Hockey East, all leagues with Indiana school members. WHMB augments the live college games and replays with a healthy dose of high school sports (football and basketball) from WHMB’s almost 30 year old library of games, sports talk programming, and multiple racing shows. 40.3 will also strive to populate the channel with more local programming options, such as outdoor sportsmen programming, local in-state college contests and shows and various local professional game coverage when available

This spring, WHMB TV All Sports Channel 40.3 will also feature many post-season college games in various sports, including several games from the Atlantic 10 and Conference USA college basketball tournaments, as well as Hockey East and ECAC college hockey conference games and championships. Upcoming sports covered will include men’s and women’s college lacrosse, soccer, and men’s college baseball, and of course once the fall rolls around, college football as well.

About WHMB TV Indianapolis: **WHMB-TV 40** is a full power Indianapolis-licensed television station dedicated to bringing Central Indiana the best in family entertainment and Christian programming. WHMB TV programming includes classic award winning syndicated shows like *M.A.S.H.*, *Mad About You*, and *I Dream of Jeanie*, and new shows such as *Heartland*, *Murdoch Mysteries*, *Small Town Big Deal*, and *Danny Lipford’s Today’s Homeowner*. WHMB TV airs significant sports programming, including *Notre Dame Football*, & *Horizon, A10, CUSA college basketball*, *The High School Football and Basketball Games of the Week* and NASCAR news weekly on *Raceline*. WHMB TV also airs local and national Faith based programming, and as a 501c3 non-profit, is dedicated to the LeSEA Broadcasting Christian mission.

About American Sports Network: ASN is the home for sports fans to learn, be inspired and entertained, while celebrating the games, athletes, coaches and community across all platforms. ASN televises live games from multiple NCAA Division 1 college sports conferences, provides analysis from the game’s top experts, delves into the human side of competition and shows the best of today’s student-athletes. ASN will also be your landing spot for interactive communities, contests and polls to engage every fan.

