

LILLY APPOINTS NEW CHIEF EXECUTIVE OFFICER

Lilly Broadcasting is pleased to announce the promotion of John Christianson to Chief Executive Officer effective immediately.

Christianson was previously Chief Operating Officer. He will oversee all operations including the company's television and radio operations, Caribbean television properties, digital and sales initiatives and other business interests.

Christianson previously held various executive and corporate responsibilities at Lilly and SJL Broadcasting, including Executive Vice President, General Manager of WSEE-TV and WICU-TV in Erie and WTVG-TV in Toledo. He also previously served as WSEE-TV News Director.

During his tenure, he has managed acquisitions including television stations in Hawaii and Michigan and launched CBS affiliate WZMQ-TV in Marquette, Michigan. He began his career as a news photographer and director before working in management.

Lilly Broadcasting is a family-owned company with television operations in Erie, Pennsylvania, Elmira, New York and Marquette, Michigan. In addition, Christianson will oversee One Caribbean Television and TV affiliates in Puerto Rico, the U.S. Virgin Islands and Guam. The company also owns radio stations in Erie and Warren, Pennsylvania and Horseheads Brewery in New York.

President Brian Lilly said that Christianson "will continue to provide excellent leadership for our teams across the country. His experience and business expertise positions the company extremely well for the future."

Christianson is a graduate of Western Illinois University and served in the U.S. military in Iraq.