

SETH G. ABRAHAM

President and Chief Executive Officer -- Time Warner Sports

Seth G. Abraham was named president and chief executive officer of Time Warner Sports in July 1990. In this post, he is responsible for developing and overseeing the corporate sports strategies for Time Warner. He will be expanding Time Warner's existing divisional sports ventures and acquiring a broader spectrum of sports rights for the entire corporation, both in the U.S. and internationally.

Abraham was senior vice president, programming operations and sports, for Home Box Office since February 1983. He was responsible for overseeing all HBO's programming operations departments, which included scheduling, on-air promotion and interstitial programming for the HBO and Cinemax services. He also oversaw all sports operations, was responsible for the programming of Cinemax, HBO's second pay service, and directed the company's corporate affairs and media relations departments.

Abraham joined HBO in October 1978 as director of sports operations. He was promoted to director of sports in April 1980 and was named vice president, sports programming, in November 1980. He headed up HBO Sports for the next ten years. Before joining HBO, Abraham served as special assistant to the president of the Major League Baseball Promotion Corp., where from 1975 through 1978 he worked on the creation and implementation of baseball promotions with major national corporations. His responsibilities also included special assignments on behalf of the then-Commissioner of Baseball, Bowie K. Kuhn.

Earlier, from 1973 to 1975, he worked as an account executive for Hill & Knowlton, the public relations firm in New York City. In this position, he handled the Gillette Safety Razor account, developing promotional campaigns for Gillette's major sports properties, such as the Major League Baseball All-Star Fan Election.

Abraham presently serves on a number of boards and organizations, representing numerous philanthropic and professional groups including The Miami Project, the sports division of March of Dimes Research, The Jackie Robinson Foundation, The Arthur Ashe Institute for the Defeat of AIDS and The Arthur Ashe Institute for Urban Health.

Abraham received a B.A. degree in journalism from the University of Toledo and an M.A. degree in journalism from Boston University. While in Boston, he worked as a stringer for the New York Times' Boston bureau.

Abraham and his wife Lynn reside in New York City with their daughter.

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