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**FOR IMMEDIATE RELEASE**

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## **CONFERENCE USA AND SINCLAIR BROADCAST GROUP REACH MULTI-YEAR CONTENT AGREEMENT Sinclair to Produce and Distribute 100 C-USA Events Annually**

**IRVING, Texas** – Conference USA Commissioner Britton Banowsky announced today that the conference has reached an agreement with Sinclair Broadcast Group, among the nation's largest television broadcasting companies, to produce and distribute 100 events each of the next two years.

Sinclair owns and operates, programs and provides sales services to 162 television stations in 78 markets, reaching approximately 40 percent of U.S. television households. It includes FOX, ABC, CBS, MyTV, CW, NBC, Univision and Azteca affiliates. The agreement encompasses an extensive slate of live, local sporting events, including football, basketball, soccer and other sports with the opening of this year's college football season. Thirty C-USA football games will be televised on Sinclair stations.

These exclusive games will be broadcast across different regions of the country. Additional content will also be televised, such as the "C-USA Showcase" – the league's 30-minute weekly program that offers a number of highlights and features about the conference.

"We are extremely pleased to be able to partner with such a great broadcaster," Banowsky said. "This alliance provides new and differentiated exposure, which will benefit our member institutions, athletic programs, students, alumni, and communities. It certainly complements the existing arrangements we have on the FOX and CBS cable platforms."

Conference USA will be part of the newly launched American Sports Network (ASN), a collegiate sports initiative that will air on a number of Sinclair's broadcast television stations. ASN will be led by Sinclair Network Chief Operating Officer Doron Gorshein.

"Broadcasters serve and are closely connected to their communities, of which the colleges and universities are an integral part," commented Gorshein. "We believe there is significant value and consumer appeal for live sporting events from these important institutions, and we can offer expanded distribution through our broadcast platforms as well as on potential new platforms, deepening our connection to our communities. We're proud to be working with Conference USA on this initiative, which combines compelling local sports and related content, with enhanced localism, diversity and positive social purpose."

The conference's footprint is concentrated in 10 states with 14 member schools, including Charlotte, FIU, Florida Atlantic, Louisiana Tech, Marshall, Middle Tennessee, North Texas, Old Dominion, Rice, Southern Miss, UAB, UTEP, UTSA and WKU.

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In addition to Sinclair, Conference USA has national television partnerships with Fox Media Group, CBS Sports Network and ESPN. C-USA institutions are in eight of the Top 45 media markets, and four of the Top 25. Additionally, the C-USA Digital Network offers live streaming of competition, press conferences and special events as well as pre-produced stories and promotional pieces. C-USA home markets will include more than 13.4 million TV households - a 30 percent increase to the 10.1 million homes reached just two years ago.

### **2014 Conference USA Football on American Sports Network**

Saturday, August 30	Hampton at Old Dominion	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, August 30	Bethune Cookman at FIU	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, September 6	JC Smith at Charlotte	12:00 p.m. EDT/11:00 a.m. CDT
Saturday, September 6	Rhode Island at Marshall	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, September 13	Alabama A&M at UAB	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, September 13	New Mexico State at UTEP	8:00 p.m. EDT/7:00 p.m. CDT
Saturday, September 20	Nicholls State at North Texas	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, September 20	Appalachian State at Southern Miss	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, September 27	FIU at UAB	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, October 4	Southern Miss at Middle Tennessee	12:00 p.m. EDT/11:00 a.m. CDT
Saturday, October 4	New Mexico at UTSA	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, October 4	Hawaii at Rice	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, October 11	North Texas at UAB	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, October 11	Old Dominion at UTEP	8:00 p.m. EDT/7:00 p.m. CDT
Saturday, October 18	WKU at Florida Atlantic	12:00 p.m. EDT/11:00 a.m. CDT
Saturday, October 18	Southern Miss at North Texas	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, October 25	Louisiana Tech at Southern Miss	3:30 p.m. EDT/2:30 p.m. CDT
Saturday, October 25	UTEP at UTSA	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, November 1	Rice at FIU	12:00 p.m. EDT/11:00 a.m. CDT
Saturday, November 1	UAB at Florida Atlantic	7:00 p.m. EDT/6:00 p.m. CDT
Saturday, November 8	Louisiana Tech at UAB	12:00 p.m. EST/11:00 a.m. CST
Saturday, November 8	FIU at Old Dominion	3:30 p.m. EST/2:30 p.m. CST
Saturday, November 8	Marshall at Southern Miss	7:00 p.m. EST/6:00 p.m. CST
Saturday, November 15	Wesley at Charlotte	12:00 p.m. EST/11:00 a.m. CST
Saturday, November 15	Middle Tennessee at FIU	3:30 p.m. EST/2:30 p.m. CST
Saturday, November 22	FIU at North Texas	3:30 p.m. EST/2:30 p.m. CST
Saturday, November 22	Florida Atlantic at Middle Tennessee	7:00 p.m. EST/6:00 p.m. CST
Saturday, November 29	Old Dominion at Florida Atlantic	12:00 p.m. EST/11:00 a.m. CST
Saturday, November 29	UAB at Southern Miss	3:30 p.m. EST/2:30 p.m. CST
Saturday, November 29	Middle Tennessee at UTEP	7:00 p.m. EST/6:00 p.m. CST

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### **ABOUT CONFERENCE USA**

Conference USA (C-USA) is a NCAA Division I Conference based in Irving, Texas. Its membership consists of 14 schools – University of North Carolina at Charlotte, FIU (Florida International University) Florida Atlantic University, Louisiana Tech University, Marshall University, Middle Tennessee State University, University of North Texas, Old Dominion University, Rice University, University of Southern Mississippi, UAB (University of Alabama at Birmingham), UTEP (University of Texas at El Paso), UTSA (University of Texas at San Antonio) and WKU (Western Kentucky University). This realignment was officially formed on July 1, 2014, and the Conference is celebrating its 20<sup>th</sup> anniversary. C-USA offers 19 sports total, nine sports for men (baseball, basketball, cross country, football, golf, soccer, tennis, and indoor and outdoor track and field) and 10 for women (basketball, cross country, golf, soccer, softball, swimming and diving, tennis, indoor and outdoor track and field, and volleyball). More information can be found at [www.ConferenceUSA.com](http://www.ConferenceUSA.com).

### **ABOUT SINCLAIR**

Sinclair Broadcast Group, Inc. is the largest and one of the most diversified television broadcasting companies with affiliations with all the major networks. Sinclair's television group will reach approximately 38.9 percent of U.S. television households, including pending transactions. Sinclair regularly uses its website as a key source of Company information which can be accessed at [www.sbgi.net](http://www.sbgi.net).