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**SEGA Sports Las Vegas Bowl Announces
New Mexico as Bowl Representative**

Lobos to Invade Las Vegas on Christmas Day

LAS VEGAS, NV (Dec. 2, 2002) – The SEGA Sports Las Vegas Bowl announced today that the University of New Mexico (5-2/7-6) of the Mountain West Conference (MWC) has accepted a bid to play in the post-season showcase on Christmas Day. The Lobos will face the fifth-place Pac-10 team in a match-up to be televised live on ESPN beginning at 1:30 p.m. (PT).

“New Mexico has played outstanding football at the end of the season and is truly deserving of the selection,” said Tina Kunzer-Murphy, SEGA Sports Las Vegas Bowl executive director. “The Lobos have indicated that they want to play in Las Vegas, and we eagerly anticipate the arrival of the team and fans into Las Vegas for a one-of-a-kind bowl experience.”

New Mexico finished the year with four victories in its last five games. The Lobos culminated the season on Saturday with a dominating 49-20 win over Wyoming, ensuring the team only its second bowl invitation since 1961. The Lobos’ last bowl appearance was the 1997 Insight.com Bowl.

“We’re extremely excited about playing in the SEGA Sports Las Vegas Bowl against a good Pac-10 team,” said University of New Mexico Head Coach Rocky Long. “Our football team has been faced with some major challenges over the past four months, so it is very satisfying to be in this position. To be picked sixth in the preseason and then finish in second place says a lot about the character of the kids in our program. We finished in second place and we’re going to the bowl that has the second pick. That’s the way it should be.”

“Speaking on behalf of all Lobo fans, the University of New Mexico is thrilled about accepting an invitation to play in the SEGA Sports Las Vegas Bowl,” said Rudy Davalos, University of New Mexico director of athletics. “We are committed to bringing a large contingent of cherry-and-silver-clad New Mexico fans to one of most exciting cities in the world. The Lobo faithful will invade Las Vegas to have a wonderful time and watch a great football game against a Pac-10 opponent.”

“This marks the fourth consecutive SEGA Sports Las Vegas Bowl for the Mountain West Conference, and the game has grown each year,” said MWC Commissioner Craig Thompson. “The MWC is privileged to be a participant with the bowl. I know the University of New Mexico, currently one of the hottest teams in the country, will be a tremendous representative.”

When the Lobos arrive for the SEGA Sports Las Vegas Bowl, the players, coaches, administrators and fans will be able to enjoy a complete bowl experience. As part of Bowl Week, the teams will enjoy events at some of the city's most exciting attractions. The event line-up includes a Welcome Reception at the ESPN Zone, the Kickoff Luncheon at the MGM Grand, Show Night in Las Vegas at Blue Man Group, and the Pep Rally and Outback Buffet Bowl at the Golden Nugget/Fremont Street Experience. These activities will be set against the backdrop of Las Vegas, a world-renowned event and resort destination that attracted more than 35 million visitors in 2001.

The host hotel for New Mexico is the Golden Nugget. Fans can call the Golden Nugget at (800) 634-3454 for more information.

The 40,000-seat Sam Boyd Stadium will serve as the host venue for the SEGA Sports Las Vegas Bowl. Tickets are available now at \$10, \$30, \$50 and \$100 and can be reserved by calling (866) 388-FANS or the Thomas & Mack Center Box Office at (702) 895-3900. Additional information about the game can be viewed at www.lv Bowl.com.

The MWC and SEGA Sports Las Vegas Bowl will host a media teleconference with New Mexico today at 3:30 p.m. (PT)/4:30 p.m. (MT) at (801) 303-7410.

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Las Vegas Bowl History

New Mexico will make its first appearance in the Las Vegas Bowl. In last year's game, Utah defeated USC by a score of 10-6, before a record paid attendance of 30,894 and a national television audience on ABC.

The second selection from the MWC has appeared in the Las Vegas Bowl since the conference's inception in 1999. Including last year's victory by Utah, the MWC representative has won all three games. In 2000, UNLV defeated the University of Arkansas by a score of 31-14 in Las Vegas Bowl IX. Utah also appeared in the 1999 game, recording a 17-16 victory over Fresno State in the eighth edition of the Las Vegas Bowl.

In May of 2001, the Las Vegas Bowl was acquired by ESPN Regional Television (ERT), a subsidiary of ESPN, Inc. As part of the agreement, ERT assumed responsibility for the Las Vegas Bowl's organization, operation, sponsorship, marketing efforts and more.