



FOR IMMEDIATE RELEASE
Thursday, March 26, 2009

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COLLEGE STUDENTS MOVE COURTSIDE FOR THE 2009 NCAA MEN'S FINAL FOUR

INDIANAPOLIS—College students will cheer courtside at the 2009 Men's Final Four next week in Detroit with the opportunity to purchase specially-priced floor-level seating. Courtside seating sections have been reserved for less than \$7 per game to more than 400 students from each of the participating institutions for all-session access.

The courtside student seating element was one of the key benefits from the creation of the event's new seating configuration that will serve as center stage in Detroit. This "in-the-round" seating system allows for a greater number of quality seats for fans and better views of the elevated court, with the parabolic seating design presenting spectators with the industry standard in sight lines.

Students will be able to stand and cheer throughout the games, without obstructing the views of other fans. The student seating will be positioned directly behind the bands in each end zone.

The ticket ordering process is being coordinated with the institutions as they qualify for the Final Four from this weekend's regionals in Glendale, Ariz., Boston, Indianapolis and Memphis. Only currently enrolled students will be eligible to apply for a ticket through the system. For the Final Four weekend, the total cost for the three-game ticket will be \$20.60.

Record crowds will heighten the excitement and passion associated with college basketball's grandest stage, the Final Four. With a capacity of approximately 70,000, the 2009 NCAA Men's Final Four is expected to surpass the attendance record of 64,959 set at the 1987 Final Four when Indiana defeated Syracuse at the Superdome in New Orleans, La.