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The rich tradition of Southwest Conference football comes into your living room for 12 straight Saturdays when Raycom showcases nail-biting, heart-stopping, quarterback-crunching SWC action.

Raycom is proud to be the network of Southwest conference football and would like to thank Exxon, Southwest Air, Dr. Pepper and NationsBank for their exclusive sponsorship.

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THE BEST SEAT IN THE HOUSE IS NOT ALWAYS AT CENTER COURT.

Your favorite family room chair becomes a court-side seat as Raycom brings the best in college basketball to your home. Televising more than 400 games annually, Raycom takes you so close to the action that you'll feel the basket shake with each slam dunk and hear the grunts from every backboard battle. The list of Raycom's all-

star basketball telecasts includes a 31-game schedule on ABC as well as regional games from the Big Eight, Big Ten, Pac-10, Metro and Southwest Conferences and the Atlantic Coast Conference in conjunction with JP Sports.

Raycom...your ticket to the best college basketball games in America!

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