



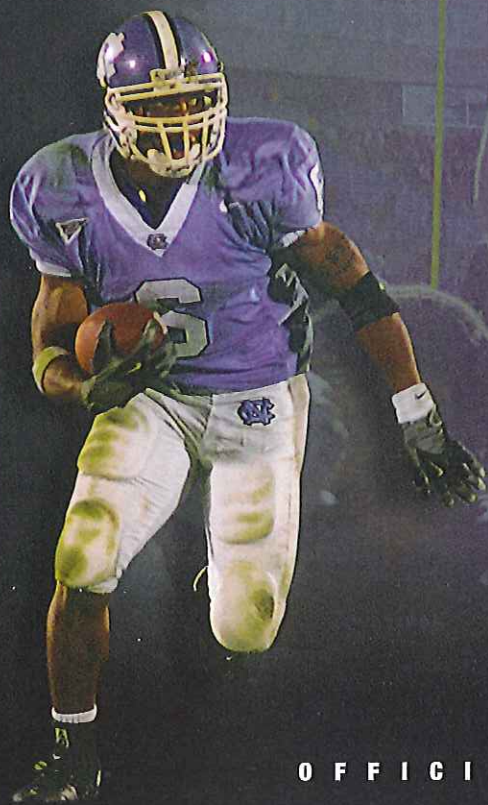
**Continental**  
**TIRE BOWL**



**NORTH CAROLINA vs. BOSTON COLLEGE**

**DECEMBER 30, 2004**

**BANK OF AMERICA STADIUM  
CHARLOTTE, N.C.**



**RAYCOM**  
*Sports*

**25th Anniversary**  
1979-2004

OFFICIAL SOUVENIR PROGRAM

**\$5.00**

**RAYCOM**  
Sports

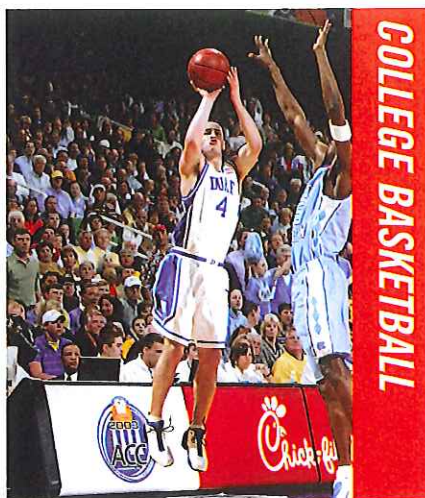


## THIS IS RAYCOM SPORTS

*From its beginning in 1979, Raycom Sports has been a leader in marketing, producing and distributing sports programming. The company has since broadened its interests to include the creation, management and distribution of special sporting events.*

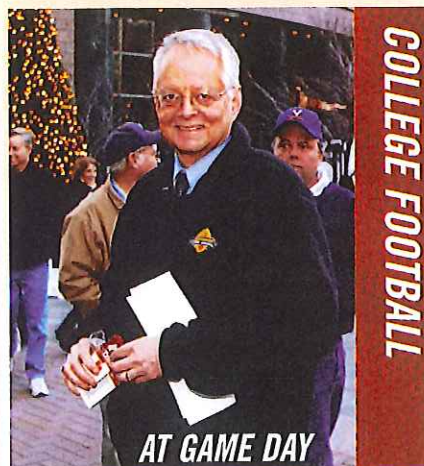
**R**aycom Sports has earned a reputation of being one of the nation's finest independent sports producers. At its busiest, the company televised more than 500 events a year in college basketball, college football, coaches shows and preseason specials. Altogether, Raycom offers over 25 years of production and distribution experience, including more than 10,000 live sporting events.

In a joint venture with Jefferson-Pilot Sports, Raycom Sports has owned the rights to Atlantic Coast Conference men's basketball games since 1981. Together, the two companies produce, distribute and market ACC games throughout the country. It was announced in April 2004 that Raycom/JP Sports had secured the syndicated football rights, securing the football and basketball rights until the 2011 season.



Raycom Sports has been prominent in sports programming in Charlotte during its entire history. From 1988 through 2001, Raycom operated a college basketball tournament at the Charlotte Coliseum. Known as the Diet Pepsi Tournament of Champions, Harris Teeter Pepsi Challenge, Food Lion MVP Classic and the Tournament of Champions Presented by Hardee's, the event featured some of the top teams in the country each year, with legendary players and coaches.

In addition, Raycom brought Division-1A college football to Charlotte in the form of the Carolinas Clash in 1996, featuring NC State and East Carolina, and a two-year series between North Carolina and NC State in 1998 and 1999. They were all played at Bank of America Stadium.

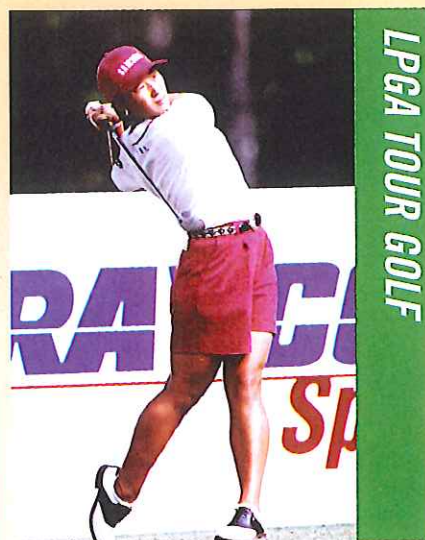


*Ken Haines, President & CEO, Raycom Sports*

And in 2002, the inaugural Continental Tire Bowl was played in Charlotte, featuring ACC and Big East selections. A sellout crowd of 73,535 witnessed the game, the second-largest attendance for a first year bowl in NCAA history.

Due to Raycom Sports' vast network of television station contacts, the company is often tabbed to distribute programming for outside entities. Programs distributed include the Arizona Cardinals and Washington Redskins preseason packages, BB&T Children's Charities Classic, John Wooden Classic, CIAA Basketball, HBO's Journey of the African-American Athlete and the Citrus Bowl Parade.

Raycom Sports owns and operates sporting events throughout the country, including The



Continental Tire Bowl in Charlotte, two LPGA tournaments and the Cornelius Bennett Celebrity Golf Classic.

A joint venture with Raycom Sports, Jefferson-Pilot Sports and the Atlantic Coast Conference led to the creation of ACC Properties, which assists in marketing and promoting the ACC's corporate mark.

The company has also marketed made-for-television events for a variety of entities, including the Toyota Gator Bowl and the Cotton Bowl for Liberty Sports, PHoenix Communications' NBC News Satellite and Golf 2000 with Peter Jacobsen.

Raycom Sports has also achieved a high level of success marketing title sponsorships, including the matching of Tostitos to the Fiesta Bowl, AFLAC and Electrolux to LPGA tournaments, Continental Tire North America, Mazda, Micron Electronics, Carquest Auto Parts and Blockbuster Video to bowl games, DIRECTV to the Great Eight, and Pepsi and Food Lion to a college basketball tournament.

Raycom Sports is a division of Montgomery, Alabama-based Raycom Media, Inc., a multi-billion dollar company that owns and operates 36 television stations, covering over ten percent of the country, including Puerto Rico.

Raycom Sports is headquartered in Charlotte, N.C., with outer offices in Mobile and Sacramento.



# BOWL HISTORY

*After an inaugural year that saw a sold-out stadium, an energized Uptown Charlotte and the Continental Tire Bowl being named one of the five best start-ups in the last five years by the Sports Business Journal, what was left?*



## HOW ABOUT AN ENCORE.

The second-annual Continental Tire Bowl took hold of Charlotte as over 52,000 fans descended on Bank of America Stadium and the city to witness the University of Virginia and the University of Pittsburgh square off. The Continental Tire Bowl was again a success for everyone involved.

The game itself was a very exciting contest, as Virginia successfully defended its Continental Tire Bowl crown with a 23-16 victory over the Panthers. And with a 2.23 rating on ESPN2, the Bowl earned the distinction of becoming the most viewed program in ESPN2 history with over 2 million viewers.

The inaugural Continental Tire Bowl was the largest non-BCS crowd of the bowl season and the second-most attended inaugural bowl game in NCAA history. Virginia defeated West Virginia University 48-22 in a matchup of the #2 team from the ACC against the #2 team from the Big East. The game was completely sold out within one week of announcing the teams. It is believed to be the fastest sellout of a first year bowl game in the history of the sport.

Staging a major college football bowl game in Charlotte was not possible prior to 1996, as a large, first-class facility was not available. That changed with the opening of the state-of-the-art Bank of America Stadium, home to the NFL Carolina Panthers. Built by the Richardson family, the stadium provided the city with a venue to host top-tier sporting events.

With a facility in place, Raycom Sports began exploring options for collegiate events to be held in Charlotte. The number

of universities from the Atlantic Coast Conference within a short driving distance to Charlotte made ACC schools the most logical participants.

Raycom had brought Division-1A college football to Charlotte with the Carolinas' Clash in 1996 and 2004, featuring NC State and East Carolina, and a two-year series between North Carolina and NC State in 1998 and 1999. The company also provided sales and marketing experience for a number of different bowl games and founded the Sunshine Football Classic (Blockbuster Bowl, Carquest Bowl, Micronpc.com Bowl) in Ft. Lauderdale for eleven years.

**Ken Haines, CEO & President of Raycom Sports**, envisioned a major college bowl game in Charlotte. He met with business and community leaders in Charlotte, garnering local support

for a NCAA bowl bid. Mayor Pat McCrory and other community leaders quickly offered assistance, and the Richardson family made their facility available.

The first step was receiving NCAA certification for a postseason bowl game. The NCAA had a moratorium on new bowl games, capping the number of games at 26. But on June 21, 2001, Haines received word that one of the existing games might not return in 2002, creating a possible opening for Charlotte. Haines called a Raycom staff meeting and within two days a formal application package was delivered to the NCAA. The ACC and Big East Conference

agreed to supply participating teams if the certification was approved.

The bowl effort got off to an auspicious start as Haines was scheduled to make the formal Charlotte presentation to the committee in Philadelphia on the morning of September 11, 2001. After landing that morning, he watched on television as the day's tragic events unfolded, and at 10:45 a.m. informed an unsuspecting group of college athletic directors and NCAA staff members of the attacks on America. After a few brief comments, the meeting was cancelled and it wasn't until eight months later, on Wednesday, May 1, 2002 at the NCAA meetings in San Antonio, that he was able to give a full presentation to the Certification Committee.

On Friday, May 3, 2002, the NCAA Bowl Certification Committee formally granted approval to Raycom Sports for a new bowl game to be played in Charlotte. Raycom had cleared the first hurdle but another important piece of the puzzle still was needed.

Raycom knew that the key to establishing a successful bowl game was building a strong foundation with a committed local title sponsor. Continental Tire North America, Inc., based in Charlotte with 2,000 employees locally and six plants in North America, agreed to be the title sponsor.

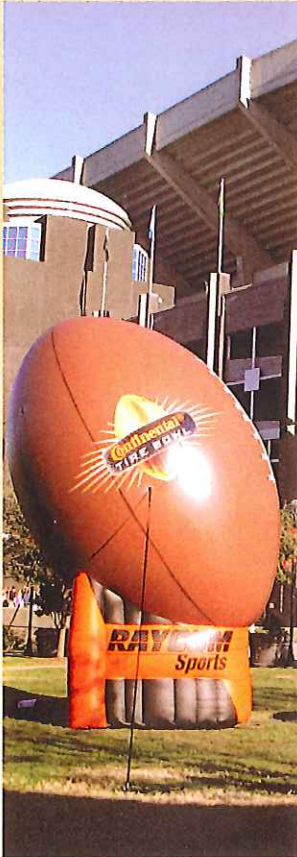
On Tuesday, May 7, 2002, Continental Tire was announced as the title sponsor of the bowl, to be played every December. The game was officially ready to kick off.



Ken Haines



**CONTINENTAL TIRE BOWL STAFF**



*Raycom Sports is celebrating its 25th anniversary this year, and I want to take this opportunity to thank the employees of Raycom Sports for establishing the Continental Tire Bowl as a great tradition. The success of the bowl game is a reflection of one of the most experienced and professional event & marketing staffs in the sports business. Their names are listed below:*

*Ken Haines*

Ken Haines  
President & CEO, Raycom Sports



**EXECUTIVE DIRECTOR**

Will Webb

**BOWL COORDINATOR**

George Johnson

**SPONSORSHIP SALES**

Tim Kramer

**TICKETS & EVENT PLANNING**

Lori Brantley

**SPONSORSHIP MARKETING**

Lisa Shaw

**COMMUNITY AND EVENTS MARKETING**

Shannon Fritts

**CONTINENTAL TITLE SALES**

Jim Brannon

**SALES EXECUTIVE**

De Cordell

**SALES EXECUTIVE**

Carl Mackey

**SALES EXECUTIVE**

Jim Ford

**SALES ASSISTANT**

Emily Tyner

**PRESS AND MEDIA**

Frank Kay

**ART DIRECTOR**

Tenessa Moore

**CLEARANCES**

Campbell Guthrie

**RESEARCH**

Ashley Thompson

**GENERAL INFORMATION**

Linda MacKenzie

**TRAVEL AND TRANSPORTATION**

Glenda Westmoreland

**RADIO AND TELEVISION PROMOTIONS**

Colin Smith

**TELEVISION PRODUCTION COORDINATOR**

Peter Rolfe

**PROMOTIONAL VIDEO AND AUDIO**

Jim Love

**BUSINESS AFFAIRS**

Laura Hager

**ACCOUNTS PAYABLE**

Felicia Hicks

**MARKETING SUPPORT**

Wyatt Hicks

**MARKETING SUPPORT**

Brent Swartz

**RECEPTIONIST**

Lois Ejups

**RECEPTIONIST**

Linda Thompson

**INTERN**

Lauren Yoder

**INTERN**

Taylor Moore

**INTERN**

Tommy Saunders