

MVP CLASSIC

DECEMBER 3 & 4, 1999 • CHARLOTTE COLISEUM

RAYCOM
Sports

Welcome



Welcome to the 1999 Food Lion MVP Classic. Each year we look forward to bringing this great event to the fans and the communities of North and South Carolina. When Raycom Sports first organized this event in 1988, we were looking to rejuvenate the spirit of college basketball throughout the region.

Raycom Sports produces many events during the year. However, the Food Lion MVP Classic, taking place in our hometown with the local support of a great corporate partner such as Food Lion, makes us especially proud.

Played each year at the Charlotte Coliseum, the Classic has come to symbolize the start of college basketball to communities throughout the Carolinas. The success of the Food Lion MVP Classic has proven that fans in the Carolinas provide a tremendous amount of support to college basketball.

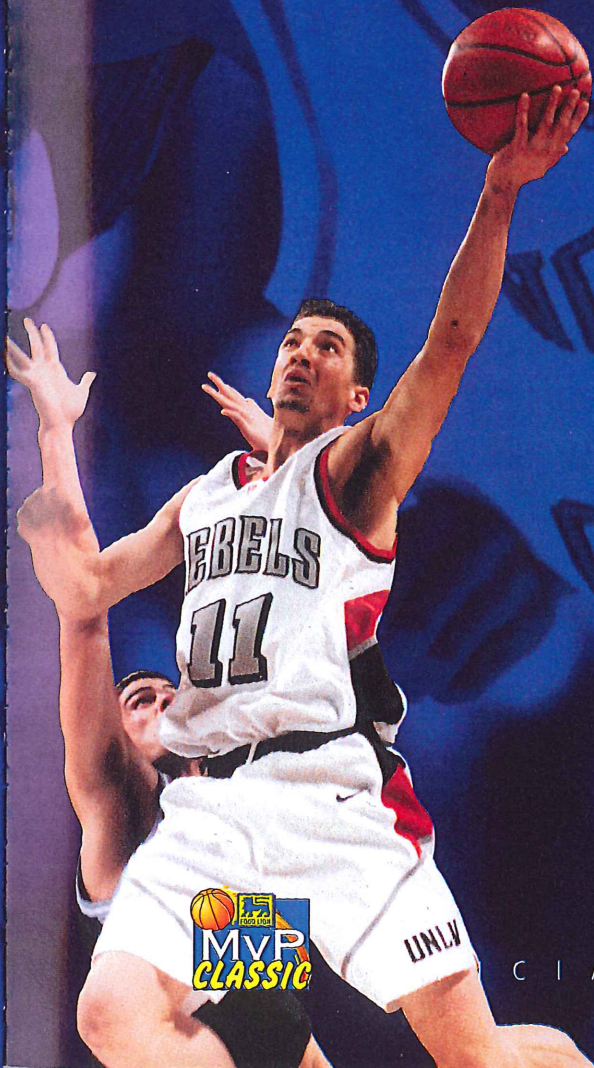
Not only do the fans benefit from the Classic, but also a great charity, The D.A.R.E. Camp of Champions. The D.A.R.E. Camp was founded by Raycom Sports and the Charlotte-Mecklenburg Police Department, and has been the official charity of the Classic for the past eight years.

Again, thank you for your participation in the 1999 Food Lion MVP Classic. We are committed to doing whatever it takes to make your experience as enjoyable as possible. Please do not hesitate to let any of us at Raycom Sports know what we can do to make that happen.

Ken Haines

Ken Haines

Executive Vice President & COO, Raycom Sports



First College Games in High Definition TV

The games in this year's Food Lion MVP Classic are the first college basketball games to be telecast in high definition television (HDTV). This is how it happened.

In late January 1999, Ken Haines, Raycom Sports Chief Operating Officer, was in the exhibit area at the annual National Association of Television Program Executives convention in New Orleans when he received a call from John Greene, VP of Capitol Broadcasting Special Projects in Raleigh, NC. Haines and Greene had worked together on ACC basketball telecasts during the 1980's and were familiar with each other's capabilities. When Greene suggested that his company was interested in producing the first college basketball game in high definition, Haines realized the potential for Raycom Sports of using the new technology and said "Consider it done, we will find a game."

What Haines found was four games in the Food Lion MVP Classic. During the next few months, Greene formed an alliance with equipment producer The Harris Corporation, and Haines made arrangements with the Charlotte Coliseum to accommodate the extra equipment needed for a HDTV telecast.

The result is that this weekend's games are being produced in television technology that is "state-of-the-art" in picture quality. A special Capitol Broadcasting/ HD Vision remote truck is being used for the first time to produce the games. What you will be watching tonight can be seen by those with HDTV television sets on over 30 HDTV stations nationwide, in addition to the standard telecast on the Raycom Sports' regional network.

Tournament Staff

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