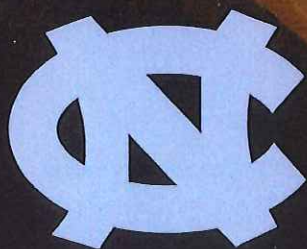


RAYCOM
Sports

\$5.00



**NORTH CAROLINA TAR HEELS
VS. PITTSBURGH PANTHERS
DECEMBER 26, 2009 • CHARLOTTE, NC**

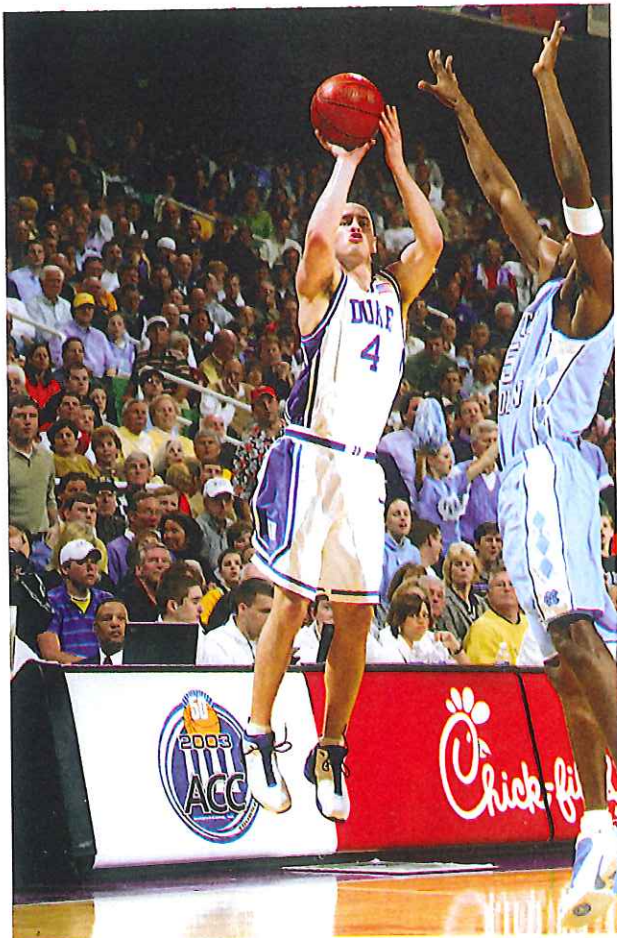


OFFICIAL SOUVENIR PROGRAM



Integrating Powerful Media With Innovative Marketing

From its beginning in 1979, Raycom Sports has been a leader in marketing, producing and distributing sports programming. The company also oversees the creation, management and distribution of special events.



Raycom 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 30 years of production and distribution experience, including more than 10,000 live sporting events.

Raycom Sports has owned the rights to Atlantic Coast Conference men's basketball games since 1981. The company produces, distributes and markets ACC games throughout the country. In 2004, Raycom acquired the ACC syndicated football rights, securing the football and basketball rights until the 2011 season.

In November 2007, Raycom Sports purchased Lincoln Financial Sports, which was formerly Jefferson-Pilot Sports.

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 and 2004, featuring NC State and East Carolina, a two-year series between North Carolina and NC State in 1998 and 1999, Temple against Clemson in 2006, and East Carolina against Virginia Tech in 2008. All of the games were played at Bank of America Stadium. Raycom has also announced future games, featuring East Carolina against South Carolina, to take place in Charlotte.

And in 2002, the inaugural Meineke Car Care 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. The game has averaged over 62,000 fans in its first seven years, with three sellouts.

RAYCOM

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 Meineke Car Care Bowl in Charlotte.

A joint venture with Raycom 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, the Mitchell Company and Aerus Electrolux to PGA tournaments, Continental Tire North America, Meineke Car Care Centers, Mazda, Micron Electronics, Carquest Auto Parts and Blockbuster Video to bowl games, and DIRECTV, Pepsi and Food Lion to college basketball tournaments.

Raycom Sports is a division of Montgomery, Alabama-based Raycom Media. An employee-owned company, Raycom Media is one of the nation's largest broadcasters and owns and operates 46 television stations in 36 markets and 18 states, including Hawaii. In addition to television stations, Raycom Media also owns Raycom Post, a post production facility; Broadview Media, a post production telecommunications company; and CableVantage, a cable advertising sales group.

Raycom Sports is headquartered in Charlotte, N.C. 



30
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46 television stations
36 markets
18 states





Meineke Car Care Bowl Staff

Will Webb • *Executive Director*

George Johnson • *Team & Stadium*

Abby Christmas • *Ticket Coordinator*

Courtney Knowling • *Operations Assistant*

Megan Parete • *Operations Assistant*

Beth Faulkner • *Events Coordinator*

Linda MacKenzie • *Stadium Hospitality*

Frank Kay • *Press and Media*

Laura Hager • *Merchandise*

Glenda Westmoreland • *Hotel Hospitality/
Children's Outing*

Peter Rolfe • *TV Liaison/Speedway*

Chad Swofford • *Marketing/Digital*

Helen Sowell • *Staff Writer*

Ken Haines • *CEO Raycom Sports*

**A special thank you to all the employees at
Raycom Sports who make this bowl possible.**

National Anthem Singer **Katherine "KK" Fritsch**

Katherine is an eleven-year-old fifth grader from Raleigh, North Carolina. KK is fortunate to have been chosen for the third consecutive year as the National Anthem singer of the NHL Carolina Hurricanes. She has sung for numerous organizations including the Carolina Panthers and Atlanta Falcons. Katherine has acted in five North Carolina Theatre productions. She enjoys acting, singing, dancing and spending time with her family. You can learn more about KK by visiting www.KatherineFritsch.com.

