

UConn and Connecticut Public Television Sign Four-Year Extension

STORRS, Conn. (March 1, 2008) – The University of Connecticut Division of Athletics and Connecticut Public Television (CPTV) have signed a new four-year contract extension for CPTV to continue to be UConn's exclusive local market television broadcast partner for women's basketball.

Under the agreement, all local television rights for UConn women's basketball which are controlled by the University are assigned to CPTV. All other UConn games are controlled by the BIG EAST Conference and subject to Conference television contracts.

The agreement runs from the 2008-09 academic year through 2011-12 and calls for CPTV to televise a minimum of 68 UConn women's basketball games over the four-year contract period.

"The UConn Division of Athletics and Connecticut Public Television have the most unique partnership in college sports television today," says UConn Director of Athletics Jeffrey Hathaway. "We are very pleased to announce that our partnership with CPTV to provide local market television coverage of Husky women's basketball games will continue through the 2011-12 season. UConn receives more media attention on both the national and local level than any other women's basketball team in the country and this agreement with CPTV will ensure that will continue for years to come."

This latest agreement will generate a minimum of \$3,600,000 in cash to the University. CPTV will guarantee UConn seasonal rights of \$1,000,000 for the 2008-09 women's basketball local market television rights and that fee for the following years will be -- \$1,000,000 in 2009-2010, \$800,000 in 2010-11 and \$800,000 in 2011-12.

The \$900,000 average annual rights fee is a 12% increase from the previous contract which averaged \$802,000 per year.

Among the new elements of the agreement is the ability for the University to share in corporate underwriting revenue and to sell a signature sponsorship associated with women's basketball broadcasts on CPTV.

"Connecticut Public Television has set the standard for the televising of college women's basketball," says Hathaway. "CPTV began to televise our women's basketball games in 1994 and has become a very important reason why our women's basketball program enjoys so much success on an annual basis. We appreciate (CPTV President and CEO) Jerry Franklin's leadership and the tremendous support and dedication provided by CPTV's viewers and staff."

In addition to the UConn games on CPTV, the agreement calls for the continuation of The Geno Auriemma Show, which appears on CPTV 12 times during the season.

"We're incredibly pleased to be able to continue our relationship with the University of

Connecticut," says Jerry Franklin, President and CEO of Connecticut Public Television. "Our unique programming partnership with UConn Athletics has had a substantial impact on women's basketball across the country. With the support of our viewers, we've been able to showcase the remarkable talents of the women's basketball program and expand the reach of the sport to Connecticut residents and beyond.

"What we've jointly created - UConn Athletics, CPTV and the people of Connecticut - is a tribute to the loyalty of our basketball fans. It's fitting that this women's basketball team, through our landmark partnership, has become recognized as one of the most admired and respected teams in the country."

CPTV began its coverage of UConn women's basketball late in the 1993-94 season, covering the championship game of the 1994 BIG EAST Women's Basketball Tournament and televising three games in the 1994 NCAA Tournament. During the past 15 seasons, Connecticut Public Television has televised a total of 308 UConn women's basketball games. In those 308 games, Connecticut has compiled a stunning 300-8 overall record.

During the 2007-08 season, CPTV carried a total of 24 UConn women's basketball games.

The University and CPTV take great pride in the fact that UConn Women's Basketball on CPTV continues to be the highest-rated locally produced public television program in the nation.

UConn will celebrate its partnership with CPTV at a halftime ceremony during the final regular season game against Rutgers on Monday, March 3 at the XL Center.