

CONFERENCE PROPERTIES



MOUNTAIN WEST CONFERENCE (MWC)

CBS College Sports and the Mountain West Conference signed an unprecedented agreement that exclusively incorporates all conference-related media and marketing rights. Overall, the relationship between CBS College Sports and the MWC includes all television, radio, video-on-demand, online and broadband rights as well as exclusive partnership rights to its Championships. The deal also encompasses the conference partnership rights which include courtside signage, use of logos/marks, on-site activation, category exclusivity, and more.



CONFERENCE USA (C-USA)

CBS College Sports has secured the exclusive media and marketing rights for all 19 men's and women's Conference USA sports including football and men's and women's basketball. This long-term agreement features conference-related media and marketing rights including television, radio, video-on-demand, internet, broadband, wireless and corporate sponsorship and licensing rights. Sponsorship rights to both the C-USA Championship football game on ESPN and the men's and women's basketball tournaments, on CBS and ESPN respectively, are also included.



BIG WEST CONFERENCE

CBS College Sports and the Big West Conference have signed a long-term partnership that includes television, video-streaming, and marketing rights for the 9-team California conference, exclusive broadcast rights to most sports as well as the Presenting sponsorship rights to all conference tournaments.



ATLANTIC 10 CONFERENCE (A-10)

CBS College Sports and the Atlantic 10 Conference's comprehensive agreement includes long-term media and marketing rights for all 21 men's and women's Atlantic 10 sports. CBS College Sports also syndicates over 25 men's basketball games and retains half the inventory. The deal consists of Presenting sponsorship rights to all 16 Conference tournaments including the Men's Basketball Tournament in Atlantic City in 2008. In addition, CBS College Sports returns with the 9th annual A-10 ShootOut, visiting 14 campuses from December through March. Exclusive sponsorship opportunities available with on-site, online, and on-air promotion.



NAVAL ACADEMY (NAVY)

CBS College Sports has secured the exclusive television rights to all home and select neutral site Navy football games. The relationship extends to other Navy men's and women's athletic events, original programming and documentaries featuring the storied Navy athletic program. The long-term multi-media agreement includes broadband video-on-demand and high definition television rights.



HBCU - HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

CBS College Sports' multi-year, multi-media and marketing rights partnership with the SWAC, MEAC and SIAC conferences features game ownership of select football "Classics" including on-field and stadium signage, campus activation, ancillary events, and fully integrated television and online media packages. In addition to live games, CBS College Sports goes deeper with year-round online coverage and promotion, alumni connections and access, and a turnkey activation program around Black History Month.

(((THE NEW PULSE OF COLLEGE SPORTS)))