

2010 NCAA® MARCH MADNESS®



AVAILABLE IN HD, THE CBS COLLEGE SPORTS NETWORK IS THE 24-HOUR CABLE HOME OF NCAA® MARCH MADNESS®.

CONFERENCE TOURNAMENT WEEK- March 7-13

Select A-10, C-USA, and MWC quarter-final, semi-final and championship games
CBS Conference Championship Encores
Conference Week Studio Programming

NCAA March Madness Programming on CBS College Sports- March 14-April 5

SELECTION SUNDAY

Countdown to the Bracket
Bracket Breakdown

LIVE NCAA TOURNAMENT GAMES* on the CBS College Sports Network (Round 1)

NCAA TOURNAMENT GAMES re-aired on the CBS College Sports Network

NCAA MARCH MADNESS CENTRAL - Over 75 hours with live look-ins, in-game highlights, and exclusive access you can't get anywhere else.

NCAA MARCH MADNESS HIGHLIGHT SHOW - The OFFICIAL Highlight Show of the Tournament; CBS promotes and throws to CBS College Sports

NCAA MARCH MADNESS PRE-GAME SHOW

CBS College Sports Live from the Final Four®

- NCAA March Madness Central LIVE from the Final Four
- Live coverage of team practices
- Press Conferences
- Final Four Concert Series including AT&T Concert and My Coke Fest
- NCAA Salute Dinner
- NABC College All-star game
- NCAA Final Four Pre-game show
- The National Championship Pre-game show

NCAA MEN'S BASKETBALL TOURNAMENT DATES- MARCH 15th- APRIL 6th

Selection Sunday® - March 14

Opening Rounds - March 19-21

Sweet Sixteen® - March 25 & 26

Elite Eight® - March 27 & 28

Final Four - April 3

Championship Game - April 5

AVAILABLE MARKETING MATERIALS

- Taggable cross channel spots
- Web banners

*Subject to blackouts

CBSCOLLEGESPORTS.COM