

For Immediate News Release
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American Forces Network (AFN) Takes Southern Heritage Classic to U.S. Military Worldwide



MEMPHIS, Tenn. – May 20, 2009 – For the second consecutive year, the Southern Heritage Classic presented by FedEx football game will air on the American Forces Network® (AFN). U.S. military men and women who are fans of the Classic will be able to watch the game from virtually any place they may be serving.

The Southern Heritage Classic (SHC) celebrates its 20th game this year, with two arch rivals, Tennessee State University and Jackson State University, playing what is likely to be a heated match at the Liberty Bowl Memorial Stadium on Sept. 12, 2009.

American Forces Network (AFN) broadcasts to overseas U.S. Department of Defense (DoD) affiliates, outlets, and cable and satellite systems in 175 countries and U.S. territories and to 140 U.S. Navy ships at sea. The programming is determined by popularity and by the interests of its DoD military audience. Watching the Southern Heritage Classic has become an annual tradition for thousands of people, and its popularity makes it a perfect selection for the AFN fall schedule.

SHC founder Fred Jones Jr. remarked, “I am thrilled that the AFN and Congressman Steve Cohen ensured the Classic is available again this year to the fine men and women who serve our country. They are among the Classic’s most devoted fans and will enjoy another exciting game this year.”

AFN will air the game on a delayed schedule that will be posted at www.myafn.net. SportSouth, a regional Fox sports network, also will air the game, for the third year in a row.

About the Southern Heritage Classic

Established in 1990, the Southern Heritage Classic was founded by Fred Jones Jr., a veteran of the national entertainment industry and owner/limited partner of the NBA’s Memphis Grizzlies. The Southern Heritage Classic is the premier sports and entertainment event in Memphis and is produced by SMC Entertainment. For more information about the Southern Heritage Classic, visit online at www.southernheritageclassic.com.