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**Southern Heritage Classic to be Broadcast in 'HD' by SportSouth**  
*Annual Football Rivalry to be Carried by American Forces Network*

MEMPHIS, Tenn. – July 10, 2008 – The 2008 Southern Heritage Classic presented by FedEx joins the world of high-definition sports broadcasts as this year's gridiron battle between Jackson State and Tennessee State will be televised by SportSouth in "HD". Event founder Fred Jones Jr. announced this, along with several major enhancements, today at the Classic's annual Sponsor Conference at the FedEx Express World Headquarters.



The HD debut of the 19<sup>th</sup> annual football game also will be broadcast on the American Forces Network (AFN) to a potential audience of 800,000 U.S. military personnel around the world, bringing the hard-hitting action to life to service men and women in 176 countries and U.S. territories and 200 U.S. Navy ships at sea.

"We are taking one of the country's premier college football rivalries and expanding its reach to a truly global audience, all with the dazzling clarity, color and detail that only high-definition can provide," Jones said. "These are milestones in the long, rich history of the Classic."

Sponsor conference host Larry Brown, senior vice president and chief human resources officer for FedEx Express, described the Southern Heritage Classic, which is played every second Saturday in September, as "a sporting event that has become a cultural celebration." FedEx is in its seventh year as the game's presenting sponsor.

Joining Brown and Jones at the conference were guest speakers Jeff Genthner, senior vice president and general manager of FSN and SportSouth; Sherrie Wiggington-Walker, regional marketing analyst for Allstate Insurance; Willie Gregory, Director of Community-Business Investments for Nike U.S.; and Dave Barger, president and chief executive officer of LunaWeb.

In addition to the expanded game broadcast and its entry to high-definition technology, other Classic announcements at the conference included:

- The Classic is scheduled for the second Saturday of September every year from 2008 through 2015. Over its 18-year history, the Classic has donated \$2.5 million each to Jackson State and Tennessee State Universities.

- A game preview to be televised on SportSouth to showcase tailgating parties and other game-day activities, as well as highlighting Memphis attractions that make the Bluff City a popular entertainment destination to people from around the world.
- Ford Corp. confirmed that the Southern Heritage Classic again will be a stop on the Ford Road Show. The Ford Road Show sponsors two annual contest winners on a tour of several U.S. cities to attend Classic football games and perform community service activities, drawing attention to the contributions of historically black colleges and universities.
- Cathy Hughes, founder and chairperson of Radio One, Inc., will be the special guest speaker at the Nike Classic Coaches Luncheon on Sept. 12 to honor the head football coaches of the two Classic teams, Rick Comegy of JSU and James Webster Jr. of TSU.

### **Tickets Now Available**

The 19<sup>th</sup> annual Southern Heritage Classic on Sept. 13, 2008, features long-running rivals Jackson State University and Tennessee State University. Tickets for reserved seats are \$15-\$25-\$40 plus service charges and go on sale at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com) at 10:00 a.m. on Sat., July 12. To charge by phone, call (901) 525-1515. See [www.southernheritageclassic.com](http://www.southernheritageclassic.com) for information on other SHC weekend events.

#### *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](http://www.southernheritageclassic.com).*