

For Immediate News Release
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Southern Heritage Classic Tickets on Sale July 12

MEMPHIS, Tenn. – July 7, 2008 – Tickets to the 19th annual Southern Heritage Classic football game on Sept. 13, 2008, go on sale at 10:00 a.m. on Sat., July 12. This year's Southern Heritage Classic presented by FedEx features long-running rivals Jackson State University and Tennessee State



University. Last year's game was won in the final seconds and games the previous two years went into overtime, so fans can anticipate this year's game also will be hard-fought to the finish. A "fifth quarter" after the game gives fans an extra treat: a Pyro show of fireworks sponsored by Tyson Foods and a battle of the bands that will be a fitting finale to an exciting evening.

Tickets for reserved seats are \$15-\$25-\$40 plus service charges. They can be purchased at Ticketmaster outlets or online at www.ticketmaster.com. To charge by phone, call (901) 525-1515. Tickets can also be purchased from Ticketmaster on July 12 for another Classic weekend event on Sept. 13, the Tyson Classic Battle of the Bands that features the best high school bands in the region. For information on other events during Southern Heritage Classic weekend, such as the tailgate party, golf classic, parade, and fashion show/brunch, see www.southernheritageclassic.com.

Fred Jones Jr., founder of the Southern Heritage Classic, comments that the Classic is better than ever. "The football game is always thrilling. The second Saturday in September is the highlight of a Classic weekend of events that has become a cultural phenomenon." So much so, that the game will not only be televised on SportSouth, but also on the American Forces Network for the first time, making it available to U.S. military personnel throughout the world.

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.

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