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October 5, 2009

CBS COLLEGE SPORTS NETWORK, THE HOME OF SERVICE ACADEMY FOOTBALL, SALUTES OUR NATION'S ARMED FORCES

NETWORK'S "ARMED FORCES APPRECIATION WEEK" CULMINATES WITH TRIPLEHEADER FEATURING ARMY, NAVY AND AIR FORCE ON SATURDAY, OCT. 10

FREE WEEK-LONG PREVIEW OF CBS COLLEGE SPORTS NETWORK INCREASES DISTRIBUTION TO OVER 50 MILLION HOMES

CBS Sports' Golf Analyst David Feherty Joins Broadcast Team as Sideline Reporter for Navy-Rice Game

Service Academy Football Alumni Pete Dawkins, Joe Bellino and Chad Hennings Featured in Special Programming

CBS College Sports Network, the broadcast home of U.S. service academy football, will salute our nation's Armed Forces and service academy football teams: Army, Navy and Air Force. Coverage is highlighted by a tripleheader featuring each of the academies on Saturday, Oct. 10 - Vanderbilt at Army (NOON, PM, ET), Navy at Rice (3:30 PM, ET) and TCU at Air Force (7:30 PM, ET). CBS College Sports Network kicks off the day with a special one-hour (11:00 AM - 12:00 NOON, ET) "SALUTE TO THE ARMED FORCES" pre-game show.

Each game will feature a special pre-game presentation, highlighted by team captains from Army, Navy and Air Force presenting legendary service academy football alumni Pete Dawkins, Joe Bellino and Chad Hennings, respectively, with a football and an American flag that originated with our servicemen/women overseas. Army's flag and football will arrive from the Multi-National Corps-Iraq headquarters at the Al Faw Palace in Baghdad. Navy's football comes from the nuclear powered aircraft carrier USS Nimitz deployed in the Indian Ocean where it flew on a Navy combat mission over Afghanistan. Air Force's flag and football began its journey to the game at the Bagram Air Base in Afghanistan. Dawkins, Bellino and Hennings will also be part of the Network's pregame show and visit the broadcast booth during the first quarter of their games.

"We are proud to be the home of U.S. service academy football, and honored to have the U.S. military involved in this special day of programming that showcases our men and women in uniform, as well as compelling football action," said Steve Herbst, Executive Vice President and General Manager, CBS College Sports Network. "The service academies represent some of the best young people in this country, and this initiative pays tribute to all of the student-athletes, as well as the rich history and tradition at each academy."

"This will be a wonderful day for our U.S. Service Academies, our Armed Forces and college football fans," said Price Floyd, Principal Deputy Assistant Secretary of Defense for Public Affairs. "We appreciate the opportunity to highlight our bright and talented future leaders at the academies and the hard work and dedication of our military men and women serving in harm's way throughout the world."

In addition, CBS College Sports Network's October 10 coverage features interviews with U.S. Military Academy Superintendent Lieutenant General Franklin L. Hagenbeck, Midshipman First Class Ryan Steenberge, Brigade Commander, U.S. Naval Academy and Air Force Academy Superintendent Lieutenant General Michael C. Gould, as well as interviews with service

academy alumni stationed overseas. CBS Sports' golf analyst/on-course reporter David Feherty joins the Network's broadcast team as sideline reporter for the Navy at Rice game. Feherty devotes himself to the Troops First Foundation which inspired him to create the Feherty's IED (Improvised Explosive Day) of Golf, Cycling, Pheasant Hunting and Skiing events for wounded warriors.

The Network presents "ARMED FORCES APPRECIATION WEEK," Monday, Oct. 5 - Sunday, Oct. 11, leading up to the game broadcasts on Saturday. Programming includes classic service academy football games, vignettes about great moments in academy football, features on current and former players and original programming.

On Friday, Oct. 9 (7:00 PM - 7:30 PM, ET), CBS College Sports Network debuts an original 30-minute special, INSIDE ACADEMY FOOTBALL, which chronicles the daily routines of football players from each service academy, exploring how their sport intersects, enriches and informs their lives as officers-in-training for the United States military. INSIDE ACADEMY FOOTBALL also looks at the football experience of the service academy student bodies, delving into the tradition and meaning of football at Army, Navy and Air Force. To access the full week-long programming schedule, go to [www.cbcollegesports.com](http://www.cbcollegesports.com).

The broadcast teams on October 10 are Dave Ryan and Jason Sehorn in West Point, NY for Vanderbilt at Army, Jason Knapp, analyst Akbar Gbaja-Biamila and Feherty call the action in Houston for Navy at Rice, and Tom Hart and Aaron Taylor in Colorado Springs, Colo. for TCU at Air Force. Adam Zucker and Sam Ryan anchor studio coverage and are joined by analysts Phillip Fulmer and Brian Jones.

CBS College Sports Network is also offering its cable and satellite affiliates and video providers a free preview of the Network from Monday, Oct. 5 - Sunday, Oct. 11. The free preview allows affiliates to open its signal to all customers, providing more fans with an opportunity to watch the game broadcasts and the special "ARMED FORCES APPRECIATION WEEK" programming. In addition, the American Forces Network will simulcast CBS College Sports Network's programming on Saturday, Oct. 10 (11:00 AM - 11:00 PM, ET) to U.S. military installations overseas, which includes 175 countries and U.S. territories.

CBS College Sports Network is the home for U.S. service academy football. The Network is in its fifth consecutive year as Navy's exclusive broadcast partner for all home football games, and last year extended its agreement with Navy through the 2017-18 season. CBS College Sports Network recently announced an exclusive five-year agreement with the Army Athletic Association guaranteeing live television coverage of every Army home football game and select neutral site games in which Army is the home team through 2014. Through its long-term rights relationship with the Mountain West Conference, CBS College Sports Network broadcasts extensive Air Force programming and multiple football games every season.

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