



BLUE ENTERTAINMENT SPORTS TELEVISION

National Football Challenge

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BEST – Collegiate Sports

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COMCAST / CHARTER SPORTS SOUTHEAST TO TELEVISION NATIONAL FOOTBALL CHALLENGE DOUBLEHEADER

Event features local Gwinnett powers against national opponents on Aug. 29

SUWANEE, Ga. (Aug. 14, 2008) – Comcast/Charter Sports Southeast (CSS) will televise both games of the inaugural National Football Challenge on Friday, Aug. 29 at North Gwinnett High School. The event, managed by Kentucky-based Blue Entertainment Sports Television (BEST), will feature Mainland High School (Daytona Beach, Fla.) against Central Gwinnett High School in the 6 p.m. opening game followed by Byrnes High School (Duncan S.C.) against North Gwinnett High School in the 9 p.m. nightcap. CSS serves 5.8 million homes across 12 states in the southeast.

The match-ups of the National Football Challenge have generated tremendous local excitement in addition to national appeal. Byrnes enters as the defending South Carolina 4A State Champions (and five out of the last six years) and is ranked as the No. 2 team in the nation in the pre-season National Prep Poll. North Gwinnett has emerged as a powerhouse under head coach Bob Sphire as the Bulldogs are 24-4 in his first two seasons and advanced to the 5A State Championship game last season. The game will feature two of the nation's top quarterbacks in North Gwinnett senior and state Player of the Year candidate Mike Tamburo and Byrnes junior Chas Dodd.

"One of the goals in creating the National Football Challenge was to shine a spotlight on the great football in this state," said North Gwinnett head coach Bob Sphire. "And thanks to CSS, we can showcase this event to millions of viewers here in our first year. Byrnes and Mainland are two of the finest programs in the country but I am certain they will be tested by the hometown teams."

Mainland has established itself as a power in Florida's highly competitive Class 5A under legendary coach John Maronto. The Buccaneers are regarded as the favorites in their class for this season with 20 players returning that made starts last year. Their roster contains one of the nation's top linebackers in Phillip Bailey, recently named among the nation's Top-100 seniors by Rivals.com. Central Gwinnett is looking to rebound from the loss of head coach Dennis Roland, who passed away in December after losing his fight against cancer. Coach Roland, also a former head coach at North Gwinnett, will be remembered and honored in a pre-game ceremony for his contributions to Georgia high school football and his involvement with Fellowship of Christian Athletes.

The National Football Challenge officially kicks off CSS' weekly high school football coverage which includes a Friday night high school game of the week at 7:30 pm ET and includes five hours of wall-to-wall football coverage beginning with a pregame show at 7:00 pm ET, a post-game show at 11:00 p.m. ET and CSS' "In the Huddle" weekly magazine show at 11:30 p.m. ET. The National Football Challenge will be carried also live by The Fan – "Atlanta's Sports



Station." Central Gwinnett-Mainland will be broadcast on WALR 1340, also known as The Fan 2, with North Gwinnett-Byrnes being aired on 680 The Fan. Reaching approximately 150,000 listeners on a weekly basis, 680 The Fan is the local ESPN affiliate and is the exclusive home to the Atlanta Thrashers, NFL, NBA, BCS, NCAA Final Four, SEC Basketball and Football Championships, Notre Dame Football, and MLB.

Tickets are available in the main office at North Gwinnett High School, located at 20 Level Creek Road in Suwanee (weekdays 7 a.m. – 3 p.m.). Tickets also will be available on-line at www.BESTcollegiate.com. Reserved sideline tickets are \$25 each with general admission tickets priced at \$15 each. For corporate packages, please contact BEST Collegiate at 859.264.8020. Complete event information can be found at www.BESTcollegiate.com or www.NGFootball.org. For media inquiries, please contact Jon Albaugh at jalbaugh@experienceBEST.com or 859.264.8020.

About BEST

BEST is a unified full-service sports and entertainment company. Current clients include musicians Janet Jackson, Ciara and Chamillionaire, Heisman Trophy winner Reggie Bush, NFL Pro Bowlers DeAngelo Hall and Will Smith, 2008 first round NFL draft picks, Glenn Dorsey and Chris Johnson, NBA All-Stars Rasheed Wallace and Shawn Marion, 2008 NBA first round pick Donté Greene, Australian, French and US Open Champion Justine Henin, US Open Champion Andy Roddick, MMA stars Fedor Emelianenko and Houston Alexander, Indiana basketball coach Tom Crean, Minnesota basketball coach Tubby Smith, Louisville football coach Steve Kragthorpe and Ole Miss basketball coach Andy Kennedy. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, Hoop It Up, Let It Fly, Kick It, the Boston Marathon, the Superstars Competition, the AVP Beach Volleyball tour, Ice Wars, the World Cup of Softball, The Hartford Hall of Fame Showcase, the Men's and Women's Fifth Third Bank Tennis Championships and the Men's Ford Tennis Championship. www.experienceBEST.com

About North Gwinnett High School

North Gwinnett High School was founded in 1958. As one of the leading schools in Gwinnett County and in Georgia, the school currently serves approximately 2,500 students with a staff of almost 250 personnel, fields 90 athletic teams and organizes nearly 60 clubs. North Gwinnett has become a national model for other schools and has won a number of state accolades.

(more)



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National Football Challenge

August 29, 2008

Tom Robinson Memorial Stadium
North Gwinnett High School

6 p.m.

Central Gwinnett Black Knights (Lawrenceville, Ga.)
vs. Mainland Buccaneers (Daytona Beach, Fla.)

9 p.m.

North Gwinnett Bulldogs (Suwanee, Ga.)
vs. Byrnes Rebels (Duncan, S.C.)

Television:

Comcast/Charter Sports Southeast (CSS)
Atlanta area – Comcast Ch. 45; Charter Ch. 37

Radio:

Central Gwinnett-Mainland – WALR-AM 1340
North Gwinnett-Byrnes – WCNN-AM 680

Tickets:

Reserved Seating - \$25 | General Admission - \$15
Available at North Gwinnett High School
20 Level Creek Road
Hours: Monday-Friday, 7 a.m. – 3 p.m.

Tickets available online at www.BESTcollegiate.com