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Southern Heritage Classic Signs Five-Year Contract with TSU and JSU



MEMPHIS, Tenn. – Jan. 28, 2009 – The Southern Heritage Classic presented by FedEx celebrates its 20th anniversary this year, and a new five-year contract with both Tennessee State and Jackson State Universities ensures a 25th anniversary celebration in 2014.

Over the course of their participation with the Classic, the TSU and JSU football teams and marching bands have earned their schools more than \$3 million each. This new contract gives them each the opportunity to earn \$300,000 per year from 2010 to 2014 to help fund educational activities and expenses.

The Classic's founder, Fred Jones Jr., commented: "These two exceptional teams are well-matched and always deliver an exciting game. The bands are the best and give a great half-time show. I know fans will be as glad as I am to hear they'll be giving us that Classic experience to celebrate for at least another five years."

The Southern Heritage Classic football games are played on the second Saturday in September at the Liberty Bowl Memorial Stadium. Tickets for the 2009 game will be available July 11 at Ticketmaster outlets and online at www.ticketmaster.com.

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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