PRICEWATERHOUSECOOPERS

SMU ATHLETIC FORUM

MEDIA ANNOUNCEMENT

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PricewaterhouseCoopers Announced as Title Sponsor of the SMU Athletic Forum

DALLAS, TEXAS – The SMU Athletic Forum Board of Directors and PricewaterhouseCoopers announced today a two-year agreement making them title sponsor of the SMU Athletic Forum.

Honoring the legends of sports for 21 years, the PricewaterhouseCoopers SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PricewaterhouseCoopers SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet. PricewaterhouseCoopers has been a partner with the SMU Athletic Forum for more than ten years as the sponsor of the Doak Walker Legends Award.

"PricewaterhouseCoopers is proud to partner with SMU as the title sponsor of the SMU Athletic Forum," said Thomas W. Codd, North Texas Managing Partner, PricewaterhouseCoopers. "At PricewaterhouseCoopers, we believe it is extremely important to actively participate in the communities we serve, and this is a great opportunity to support an outstanding academic institution."

The 2010 series began on February 19, with the 20th Annual Doak Walker Award Presentation Banquet. The Award is presented annually to the nation's leading college running back. The 2009 Doak Walker Award winner was **Toby Gerhart**, Stanford. In addition, the PricewaterhouseCoopers Doak Walker Legends Award was presented to the SMU Pony Express, **Eric Dickerson** and **Craig James**. ESPN's *College GameDay* hosts, **Lee Corso**, **Chris Fowler**, and **Kirk Herbstreit**, served as keynote speakers at the event.

Dallas Cowboys Owner, President and General Manager, **Jerry Jones** spoke at today's Forum. On August 26 former head coach for the Indianapolis Colts, **Tony Dungy**, will speak. Dungy led the Colts to win the Super Bowl and is currently an analyst

for NBC Sports. The 2010 Forum concludes on October 13 with the former Indiana and Texas Tech men's head basketball coach, **Bobby Knight**, presenting. Knight is the all time winningest coach in NCAA Division 1 history, and is currently a studio analyst for ESPN.

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