

**PRICEWATERHOUSECOOPERS**   
**SMU ATHLETIC FORUM**

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**MEDIA ANNOUNCEMENT**

**April 13, 2010**

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**Dallas Cowboys' owner Jerry Jones  
to speak at PricewaterhouseCoopers SMU Athletic Forum Luncheon**

DALLAS, TEXAS – The PricewaterhouseCoopers SMU Athletic Forum welcomes the Owner, President and General Manager of the Dallas Cowboys, Jerry Jones to Dallas on Tuesday, April 20, for an Athletic Forum Luncheon sponsored by Genesco Sports Enterprises.

The luncheon will begin at noon in the Khmer Pavilion of the Hilton Anatole. Media availability begins at 10:45 a.m. in the Terrace Restaurant of The Anatole.

In 2009, Jones and the Cowboys opened the new Dallas Cowboys Stadium in Arlington. The state of the art facility is one of the finest in the NFL and will host Super Bowl XLV in February 2011. Jones also is the Chairman of the NFL Network Broadcast Committee, member of the Management Council Executive Committee, the Special Committee on League Economics and the Pro Football Hall of Fame Committee.

In Jones' tenure as President and General Manager, the Cowboys became the first team in NFL history to win three Super Bowls in four seasons. The storied franchise will celebrate its 50<sup>th</sup> anniversary this coming season.

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*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.*

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