



**2K Sports College Hoops Classic
Benefiting Coaches vs. Cancer
To Feature Eleven Nationally Televised
Games on ESPN2 and ESPNU
*Championship Round Tickets On Sale Now!***

PRINCETON, N.J. (October 19, 2006) – ESPN2 and ESPNU will combine to offer live national television coverage of eleven games during the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer. This renowned early-season Event has featured three of the last five National Champions as Maryland ('01-'02), Syracuse ('02-'03), and Florida ('05-'06) have all started their seasons in the Classic before eventually going on to win the NCAA Tournament. The tournament, which includes teams from 16 conferences, features four Regional Rounds on November 7th -11th, with the winner of each site advancing to the Championship Rounds Presented by ChemoCoach.com at Madison Square Garden in New York City on November 16th and 17th.

ESPN2 will televise the College Park Regional Championship on November 8th and both Championship Round doubleheaders at Madison Square Garden on November 16th and 17th. ESPNU will televise two additional College Park Regional games, one Lansing Regional game, and three more games of the Austin Regional.

Please see below full tournament bracket below.

"We are excited to once again expand the television coverage of college basketball's season-opening Event," said Rick Giles, President of the Gazelle Group. "Increasing ESPNU's coverage of the Regional Rounds combined with ESPN2's continued outstanding coverage of the Championship Rounds at Madison Square Garden will bring more national attention to a great cause and the official start of the college basketball season."

The Coaches vs. Cancer program was created by the American Cancer Society and the National Association of Basketball Coaches. The initiative leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities and advocacy programs. Since 1996, the Gazelle Group, producers of the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer, has raised over \$2.8 million for the benefit of Coaches vs. Cancer.

Ticket Information:

Championship Round tickets at Madison Square Garden are on sale now and can be purchased by calling Ticketmaster at (212) 307-7171 or through www.Ticketmaster.com.

Tickets for the Regional Rounds can be purchased through the host school's box office. On-sale dates for individual game tickets will be announced in the near future.

Maryland: 1-800-IM-A-TERP

St. John's: 1-888-GO-STORM

Michigan State: 1-800-GO-STATE

Texas: 1-800-982-BEVO

The 2K Sports College Hoops Classic benefiting Coaches vs. Cancer is produced by The Gazelle Group. For more information, please visit www.coachesvscancer.com or contact Chris McLaughlin at cmclaughlin@gazellegroup.com or (609) 921-1300.

For more information about 2K Sports visit www.2KSports.com

For media information and logos, visit www.coachesvscancer.com.



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