

FOR IMMEDIATE RELEASE



EMC Insurance is a Proud Sponsor of the Guardians Classic

Princeton, NJ (November 6, 2001) – The Gazelle Group is pleased to announce EMC Insurance as a sponsor of the inaugural Guardians Classic, benefiting the National Association of Basketball Coaches.

With assets over \$1.8 billion, EMC Insurance Companies market property, casualty and life insurance products on a U.S. multi-regional basis with an emphasis in the Midwest. The company's corporate headquarters are located in Des Moines, Iowa. Countrywide, EMC Insurance employs approximately 2,000 people.

Missouri (#8 - ESPN.com), Memphis (#10), Iowa (#11) and Alabama (#24) will host the opening, regional rounds of the tournament on November 13th & 14th, 2001. The Championship Rounds of the Event will be held on November 20th & 21st at Kemper Arena in Kansas City, Missouri. Please see the attached bracket for match-ups and game times.

The Guardians Classic, an exempt, sixteen team, men's college basketball tournament, is a partnership of the National Association of Basketball Coaches and the Gazelle Group. The Event was created to promote the NABC's Guardians of the Game program, which emphasizes four core values; advocacy, leadership, service, and education.

The Guardians Classic is produced by the Gazelle Group. For more information about the Guardians Classic visit www.guardiansclassic.com or contact Phil Wendler at (609)921-1300 or pwendler@gazellegroup.com.



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