



FOR IMMEDIATE RELEASE

March 13, 2008

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**WEEKEND-LONG ENTERTAINMENT
ANNOUNCED FOR THE BIG DANCE®
DURING NCAA® MEN'S FINAL FOUR®**

Four days of fun, free concerts hosted by AT&T, Coca-Cola, Pontiac, and NCAA

SAN ANTONIO (March 13, 2008) – The musical lineup is set for **The Big Dance®**—a free, four-day entertainment extravaganza on South Alamo Street between Market and Durango—that runs from Friday, April 4 through Monday, April 7 in celebration of the NCAA Men's Final Four.

The weekend of festivities kicks off on Friday, April 4 with the **AT&T Block Party**, featuring the pop punk and rock hits of headliner **Fall Out Boy**, who will be joined by the Grammy-Award winning, hip-hop/soul/funk band **The Roots** and power-pop band **Ludo**. Also on Friday, fans will be introduced to the four men's finalists for the prestigious Naismith Trophy presented by AT&T, which is awarded annually to the college basketball player of the year. The Naismith Trophy recipient will be announced during Monday's Championship game on CBS during "AT&T at the Half." A spectacular fireworks display comparable to San Antonio's annual New Year's Eve Celebration ends the day.

On Saturday, April 5, **Pontiac Garage at the Final Four®** will energize both fans of music and basketball with performances by numerous popular artists, including Belton, Texas-born alternative metal band **Flyleaf** and Austin-based rock band **Meridianwest**. Also on Saturday, Pontiac Garage at the Final Four will be home to The World's Largest Pep Rally featuring cheerleaders, mascots and pep bands from each of the four participating teams as they rally their respective fans just hours before tip-off of that night's first semifinal contest at the nearby Alamodome. Our nation's military will be honored with a military salute and flyover and, for the third year in a row, Pontiac's pre-game predictor—the Pontiac Virtual Final Four—will pit four elite gamers against each other in the ultimate showdown in college hoops gaming skill. The day culminates with viewing of the Men's Final Four semifinal games, which will be broadcast by CBS and KENS-5 on giant video boards at The Big Dance.

The entertainment lineup is set for The Big Dance®/2

On Sunday, April 6, **My Coke Fest™** takes center stage with American Idol's **Ryan Seacrest** as special guest host. The day of celebrity-filled concerts headlines with **Three Doors Down**, and also features alternative rockers **All American Rejects**, country superstar **Taylor Swift**, the Latin music sensation band **Kumbia All-Starz**, and San Antonio's own **Sexto Sol** and **Ruben V.**

"For locals, music lovers, and NCAA basketball fans, The Big Dance brings the Final Four experience to life so that you don't have to have a ticket to the basketball games to enjoy the Final Four," said Greg Shaheen, NCAA senior vice president of basketball and business strategies. "We're proud that visionary companies like AT&T, Coca-Cola and Pontiac are our Corporate Champions and have fully embraced the opportunity to create an exceptional fan experience for visitors, as well as the local community. Their enthusiasm, combined with San Antonio's expertise in hosting events of this magnitude, creates a win-win situation for all that will result in what we think will be the best Final Four weekend yet."

As previously announced, on Monday, April 7, guests can enjoy the music of alternative country music star **Robert Earl Keen**, the eclectic **Bob Schneider**, and the lively soul sounds of **Mingo Fishtrap** at **NCAA Championship Monday** at The Big Dance. Fans are invited to stick around after the concerts to watch the final showdown for the 2008 NCAA Division I Men's Basketball Championship title, which KENS-5 and CBS Sports will broadcast beginning at 8:00 p.m. on The Big Dance's video screens. The evening culminates with the crowning of the 2008 NCAA Division I Men's Basketball Championship team.

In addition to The Big Dance, other fan-interactive events along South Alamo Street during the NCAA Men's Final Four Weekend include Hoop City® refreshed by Coca-Cola®, where fans of all ages can enjoy competitions, basketball clinics, autograph sessions, the battle of the Final Four bands and much more. Hoop City will be adjacent to The Big Dance at the Henry B. Gonzalez Convention Center, Hall A. Times and ticket prices for Hoop City may be found by visiting www.NCAA.com/hoopcity.

For locals looking for an easy and affordable way to get to The Big Dance, VIA Metropolitan Transit is offering VIA Park and Ride PLUS service. When patrons take VIA Park and Ride PLUS to the Men's Final Four events downtown, they will receive a Hoops Pass that contains special offers and discounts on the variety of activities during the weekend.

For security reasons, coolers, pets, lawn chairs, umbrellas, and video and audio recording devices are not permitted. Concessions will be available on site.

A detailed schedule of activities for The Big Dance will be released to the media in the coming weeks and will be posted on www.NCAA.com/finalfour.

For the most up-to-date information on The Big Dance and all other Men's Final Four events, visit www.NCAA.com/finalfour. In addition, those wishing to get updates via AT&T text alerts may text MFF to 61234 (open to most wireless carriers, standard text message rates apply).

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

The NCAA is proud to have the following elite companies as official Corporate Champions: AT&T, Coca-Cola and Pontiac, and the following elite companies as official Corporate Partners: DiGiorno, Enterprise, The Hartford, Lowe's, Sheraton and State Farm.

NCAA, Final Four, Road to the Final Four, Hoop City and The Big Dance are trademarks of the National Collegiate Athletic Association.