



FOR IMMEDIATE RELEASE

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NCAA® ANNOUNCES FIRST ENTERTAINMENT ACTS FOR MEN'S FINAL FOUR® WEEKEND

SAN ANTONIO (March 3, 2008) – On Monday, April 7, as the final two NCAA basketball teams get ready to square off in the 2008 Men's Final Four, locals, music lovers, and basketball fans are invited to take part in some big, Texas-style pregame revelry at **NCAA Championship Monday** at The Big Dance®.

The Big Dance—a four-day entertainment extravaganza on South Alamo Street between Market Street and Durango Street that begins on Friday, April 4—will feature free concerts on Monday, April 7 by alternative country music star **Robert Earl Keen**, the eclectic **Bob Schneider**, and the lively soul sounds of **Mingo Fishtrap**.

Festivities for the final day of The Big Dance tip off at noon Monday when food and beverage concessions open to the public. At 3:30 p.m., as the crowd builds on South Alamo Street for the big concerts, fans will be able to cheer on the teams competing for the national title by watching the NCAA Men's Final Four River Rally, a one-of-a-kind floating pep rally with the bands and cheerleaders from the final two teams getting the energy flowing on San Antonio's signature RiverWalk, all viewable on the giant video boards placed around The Big Dance stage.

At 4:00 p.m., Bob Schneider will take the stage, followed by headliner Robert Earl Keen at 6:00 p.m. Mingo Fishtrap starts at 7:30 p.m. and will play up until tip-off of the Championship game. Fans not attending the game can stay and 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 8:15 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.

Entertainment Lineup Announced for NCAA Men's Final Four Weekend/2

"The Big Dance, brought to you by AT&T, Coca Cola, and Pontiac, allows us to reach out to the local fan base with a weekend full of top-notch entertainment that's free to all," said Greg Shaheen, NCAA senior vice president of basketball and business strategies. "This is not the same Men's Final Four weekend that San Antonio experienced in 2004. The Big Dance is but one of the many ways that we have expanded our interactive programming so that fans with or without game tickets can come and catch the excitement that makes up the entire Final Four weekend experience."

Robert Earl Keen is a pioneer of the alternative country music genre that took the music industry by storm in the 80s and 90s. A San Antonio fan favorite, he's sure to delight the crowd with his distinctive balance of sensitive story-portraits ("Corpus Christi Bay") and raucous barroom fun ("That Buckin' Song"). In addition to touring, Keen devotes his time producing his influential annual concert series and talent festival—Texas Uprising—which takes place at several venues around Texas and the Far West.

When it comes to his musical style, Bob Schneider is known for being a daredevil of versatility. Able to go from country crooner to screaming punk, salsa king to reggae, funk soul brother to rapper, Schneider's musical transitions are created with perfect fluidity and commanding virtuosity. Schneider's eclectic performance mix will no doubt be entertaining.

Mingo Fishtrap's high-energy live show is guaranteed to invigorate the audience. With a sound dancing between gutbucket soul, N'awlins grit-down funk and horn-fueled Motown pop, Mingo Fishtrap is an anomaly in the contemporary music scene. With each album, the 8-member group gravitates closer to the classic sounds that inspired them to learn their craft, speaking through their music with reverence about the past and with hope for the future.

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.

NCAA Championship

Monday

Monday, April 7

12:00 p.m.

Site and Concessions Open

3:30 p.m.

View the NCAA River Rally
on The Big Dance's giant
video boards

4:00 p.m.

Bob Schneider concert

6:00 p.m.

Robert Earl Keen concert

7:30 p.m.

Mingo Fishtrap concert

8:15 p.m.

NCAA Division I Men's
Basketball Championship
Game Viewing

11:30 p.m.

Site Closes

*Schedule as of March 3, 2008
All times subject to change*

Entertainment Lineup Announced for NCAA Men's Final Four Weekend/3

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

The Big Dance also features the **AT&T Block Party** on Friday, April 4; **Pontiac Garage at the Final Four**, to be held on Saturday, April 5; and **My Coke Fest™**, which will take the stage on Sunday, April 6. Details about musical performers and other activities will be released in the coming weeks.

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 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.

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