



BIG 12 CONFERENCE NEWS

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FOR IMMEDIATE RELEASE

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Contact: Rob Carolla

Big 12 Conference Spring Meetings - First Day Recap - InterContinental Hotel, Kansas City, Missouri -

Points of Discussion

- Conference Expansion
- NCAA Governance Issues & various sport issues
- Various sport issues in relation to the Big 12
- Analysis of 68-team NCAA Men's Basketball Championship format

Notes of Interest

- The preliminary 2010 schedule of college football games slated for the Big 12 network partners was released.
- The Directors of Athletics received presentations from the various network television partners.
- A diversity panel discussion was included as part of the schedule with representatives from each Big 12 member school.

Big 12 Commissioner Dan Beebe Quotes:

On Conference Expansion....

"We had a healthy and productive discussion that will lead into more discussions with the Board of Directors on expansion."

"We have a tremendous group of institutions that have benefited greatly from the Conference. We need to consider the student-athletes, our fans that get to observe the games and the fact that our alumni and supporter bases are here. I would hate to see that be decimated."

"We are doing all that we can to project where we are going to be in regard to the Conference. We have a very positive story that we have already told and will continue to tell our members that will be enticing."

On Revenue Sharing....

"We share the vast amount of our revenue equally. Any member that raises itself to the status of more exposure on national television also has the opportunity to earn more revenue."

On How Revenue Distribution Will Be Affected By New Television Agreements....

"I do have information that we have gathered, but I would not risk putting it in the public at this time. With very strong football and basketball, we drive great ratings to our television partners. I think we will be in a very good position with our TV partners in the future."

Baylor Director of Athletics Ian McCaw:

On Conference Expansion.....

"There was a tremendous commitment to the Conference and an expression of how effective the Big 12 has been. We were very encouraged by the dialogue."

On Commissioner Dan Beebe.....

"Dan has the full confidence of the membership and has done a very effective job of leading the Conference through a very difficult time."

Note: Baylor serves as chair and spokesperson for the administrative and coaches' groups this season.