

FOR IMMEDIATE RELEASE

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**EMERALD BOWL AND CHAMPION SPORTS TOURS PARTNER IN
MULTIYEAR TRAVEL PACKAGE AGREEMENT**

SAN FRANCISCO – The Emerald Bowl, one of the fastest-growing postseason football games, today announced a multiyear partnership agreement with Champion Sports Tours that will help competing teams and their fans get to the Bowl this December.

Champion Sports Tours, headquartered in Jeffersonville, IN, is recognized as a sports tourism industry leader. Founded in 1999, the company currently has travel partnerships with the University of Louisville; University of California, Berkeley; Xavier University; the Indianapolis Colts and now the Emerald Bowl, CST's inaugural Bowl partner.

“Lining up with the Emerald Bowl represents another positive step forward for our company,” says Champion Sports vice president Kenny Schonburg. “San Francisco is one of the premier travel destinations in the United States and the Emerald Bowl certainly enhances that fact.”

Champion Sports Tours works directly with athletic departments and a team's traveling fans to establish packages that will fit any institutional or fan need.

“I'm thrilled to have Champion Sports Tours on board as the official travel partner for the Emerald Bowl,” said Gary Cavalli, the game's Executive Director. “Their track record in getting people to events of all kinds is unparalleled in the industry. This ensures that fans and alumni of our participating teams will be able to get the travel arrangements and accommodations they need.”

The fifth Emerald Bowl contest is set for Wednesday, December 27th, with a 5 p.m. [PST] kickoff at AT&T Park in downtown San Francisco. Teams from the ACC and Pacific-10 will be the opponents.

Both conference races will come down to the final weekend of regular season play, yet Champion Sports Tours will be fully mobilized when the Emerald Bowl matchup is announced in early December.

“As the season winds down, we will target a handful of teams from each conference and begin the process with each of them, in the event they are selected for San Francisco,” Schonburg explains.

Packages are tailored for all budgets, ranging from an entire team and travel party to a single-digit fan group looking for game tickets, hotel and hospitality. Various individual and group Emerald Bowl packages will be available shortly by accessing www.championsportstours.com.

“Our philosophy,” Schonburg says, “is that this company started as a family-owned business, and we want everyone who ever travels with us to feel as if he or she is a member of our family. That is true no matter what the size of any group might be.”

Champion Sports Tours is a subsidiary of The Travel Authority, the largest American Express Travel Representative in the United States, with annual sales in excess of 350 million dollars.

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