



For Immediate Release

[www.ArmedForcesBowl.com](http://www.ArmedForcesBowl.com)

## Bell Helicopter Renews Armed Forces Bowl Partnership

Fort Worth, Texas, December 7, 2007 - **Bell Helicopter**, a Textron Inc. Company, has renewed its option to be the title partner of the **Armed Forces Bowl** for two more years as the announcement was made by Richard Millman, president and chief executive officer of Bell Helicopter, during the 2007 Team Announcement Party featuring the coaches from the U.S. Air Force Academy and the University of California, Berkeley.

Formerly known as the Fort Worth Bowl during its first three years, the ESPN-owned and operated **Armed Forces Bowl** initially signed **Bell Helicopter** as the game's title partner in August 2006. The initial agreement was for two years with **Bell Helicopter** now picking up the two-year option to title partner the game through the 2009 post-season.

"We are extremely pleased that Bell Helicopter has elected to extend its title partnership," said Tom Starr, Executive Director of **Bell Helicopter Armed Forces Bowl**. "Our goal from day one is to make this bowl game in Fort Worth unique. With our name change to the Armed Forces Bowl making the game more national in scope, Bell Helicopter's partnership as an internationally known company helps us complete our mission of honoring all five branches of the United States military."

Thursday's Team Announcement Party was a kickoff for the 2007 **Bell Helicopter Armed Forces Bowl** at the Bell Helicopter Customer Center at Alliance Airport North. Millman greeted the guests with the surprise renewal announcement and welcomed the competing coaches from Air Force (Troy Calhoun) and Cal (Jeff Tedford).

"Bell's renewal for two more years helps us get an early start on preparation for next year's game," Starr added. "We received our holiday present early this year and we are very grateful to Mr. Millman and his staff in working hard to complete the agreement to announce Bell Helicopter's renewal prior to this year's game. Although we still have to stage our game this year with two quality teams competing, Bell's renewal will benefit us tremendously as we prepare for the 2008 and 2009 games."

After staging the first four bowl games on December 23, the 2007 contest will be played here December 31 at Amon G. Carter Stadium. With the intercollegiate post-season football game being aired "live" on ESPN and the Armed Forces Network, the Air Force-Cal game will kickoff at 11:30 a.m. (CST).

With Patriotic overtones featuring the Air Force, Army, Coast Guard, Marines and Navy, the 2007 Bell Helicopter Armed Forces Bowl will include a fanfest area showcasing military hardware; flyovers; a demonstration by one of the top military skydiving teams; induction ceremonies on the field; a military band and honor guard; and the presentation of a "Great American Patriot Award."

Ticket prices for the Bell Helicopter Armed Forces Bowl are \$40 for sideline seats and \$15 for endzone tickets. Military veterans receive half off any \$40 seat and active duty personnel get in free via the **Bell Helicopter Armed Forces Bowl** corporate military ticket underwriting program. A portion of local ticket sales will go to designated military charities. Tickets for this year's game can be obtained by calling the Bell Helicopter Armed Forces Bowl office at 817/810-0012 or by going online to [www.ArmedForcesBowl.com](http://www.ArmedForcesBowl.com).



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**Bell Helicopter** is an industry-leading producer of commercial and military, manned and unmanned vertical lift aircraft and the pioneer of the revolutionary tilt rotor aircraft. Globally recognized for world-class customer service, innovation and superior quality, Bell's global workforce serves customers flying Bell aircraft in more than 120 countries.

Textron Inc. is a \$10 billion multi-industry company operating in 33 countries with approximately 37,000 employees in continuing operations. The company leverages its global network of aircraft, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as **Bell Helicopter**, Cessna Aircraft, Jacobsen, Kautex, Lycoming, E-Z-GO and Greenlee, among others.

## BELL HELICOPTER ARMED FORCES BOWL DIRECTORY

**Teams**..... Air Force, Mountain West Conference vs. Cal, Pac-10 Conference  
**Date** ..... Monday, December 31, 2007  
**Kickoff** ..... 11:30 a.m. CST  
**Stadium (Capacity, surface)** .....Amon G. Carter Stadium (44,008, grass)  
**Executive Director** ..... Tom Starr (thomas.r.starr@espn.com)  
**Manager of Sales & Marketing**..... Brant B. Ringler (brant.b.ringler@espn.com)  
**Supervisor of Operations** ..... Scott Pomeroy (Scott.Pomeroy@espn.com)  
**Ticket Manager**..... Trisha Branch (Trisha.M.Branch@espn.com)  
**Media Operations**.....Tim Simmons (303/678-8484, bfishinc@aol.com)  
**Address**..... 505 Main St., Suite 270  
**City, State**.....Fort Worth, TX 76102  
**Telephone** ..... 817/810-0012  
**FAX Telephone**..... 817/810-0252  
**Web site**..... www.ArmedForcesBowl.com  
**Television**..... ESPN  
**Radio** ..... ESPN Radio  
**Media Hotel** ..... Courtyard by Marriott (817/885-8700)  
**Bell Helicopter Armed Forces Bowl Ticket** ..... \$40 and \$15  
**Ticket information**.....817/810-0012, www.ArmedForcesBowl.com



## BELL HELICOPTER ARMED FORCES BOWL RESULTS

Year	Result	Attendance	Overall TV Rating (game/replay)
December 23, 2006	Utah 25, Tulsa 13	32,412.....	2.36
December 23, 2005	Kansas 42, Houston 13	33,505.....	2.65
December 23, 2004	Cincinnati 32, Marshall 14	27,902.....	2.15
December 23, 2003	Boise State 34, TCU 31	38,028.....	2.97
<b>Four Games</b>	<b>Eight different schools, 51.0 PPG</b>	<b>32,961.....</b>	<b>2.53</b>

**ESPN REGIONAL TELEVISION** - ESPN Regional Television (ERT) is the nation's largest syndicator of collegiate sports programming. ERT produces more than 900 sporting events annually, including football, basketball, NCAA events, golf and NHRA events, which accounts for more than 2,200 live and/or original hours of programming. In addition to event ownership, ERT is the production headquarters for ESPNU, the 24-hour college sports network; syndication rights-holder and producer of national, regional, and local shows for college conferences (e.g. - Big Ten Big East, and the Big 12); as well as the marketing rights-holder for select schools (Kansas, Oregon and South Florida). ESPN Regional Television markets and/or owns several other sporting events, including the papajohns.com Bowl, Sheraton Hawai'i bowl, Pioneer PureVision Las Vegas Bowl, New Mexico Bowl, the Spartan Clash, the National Golf Challenge presented by Callaway, O'Reilly Auto Parts All-College Classic and the Old Spice Classic.