

BOWL NEWS

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For Immediate Release

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2009 BELL HELICOPTER ARMED FORCES BOWL TICKET SALES EXCEED 40,000

Fort Worth, Texas, December 22, 2009 - With eight "selling" days left before the kickoff of the **2009 Bell Helicopter Armed Forces Bowl**, more than 40,000 tickets have been sold for the New Year's Eve game featuring the University of Houston against the United States Air Force Academy at Amon G. Carter Stadium.

The "pass first" 10-3 Cougars of Houston (ranked 25th in the latest USA Today poll and 27th in the AP rankings) meet the 7-5 "pass defense first" Falcons of Air Force in the **Bell Helicopter Armed Forces Bowl** here December 31. The seventh annual post-season game kicks off at 11 a.m. (CST) at Amon G. Carter Stadium and will be aired live on ESPN.



"We are very pleased with our sales to date," said Brant B. Ringler, the executive director of the **Bell Helicopter Armed Forces Bowl**. "The Armed Forces theme combined with a post-Christmas date has been a definitive plus in our attendance surge the past three years."

The past two **Bell Helicopter Armed Forces Bowls** have featured record crowds. The 2007 game between Air Force and Cal attracted 40,905 fans while Houston's win over the Falcons last New Year's Eve was witnessed by 41,127 in-house fans at the sold out 44,358-seat Amon G. Carter Stadium. Prior to 2007, the best attendance mark was for the inaugural game in 2003 when Boise State defeated TCU 34-31 before 38,028 fans.

Ringler, along with many others, feels that this year's game is one of the **Bell Helicopter Armed Forces Bowl's** most interesting matchups as the contest features the No. 1 passing offense in the country (Houston) against the No. 1 pass defense (Air Force) among the 120 Football Bowl Subdivision schools. In addition, Air Force is ranked third in rushing offense.

"This game has created a lot of comments from the national press as one of the most intriguing matchups during the bowl season," Ringler added. "It is expected to be a high-scoring affair. Houston has a quick-hitting attack featuring a quarterback (Case Keenum) that ranks among the nation's best. Air Force will try to slow the Cougars by controlling the ball."

Ticket prices for the **Bell Helicopter Armed Forces Bowl** are \$50 for sideline seats, \$40 for upper deck seats and \$20 for end-zone tickets. Military veterans receive half off any \$50 or \$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 (USO & Children of Fallen Soldiers Relief Fund). 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 to the Web site for more information at www.ArmedForcesBowl.com.

Bell Helicopter Armed Forces Bowl Directory

Teams.....Conference USA vs. Mountain West Conference
Date, KickoffDecember 31, 2009, 11 a.m. (CST)
Television.....ESPN
Stadium (Capacity, surface)Amon G. Carter Stadium (44,358, grass)
Executive DirectorBrant B. Ringler (brant.b.ringler@espn.com)
Supervisor, EventsAnne Rector (anne.c.rector@espn.com)
Supervisor, Sales/MarketingHope Lockett (elizabeth.h.lockett@espn.com)
Ticket ManagerTrisha Branch (trisha.m.branch@espn.com)
Media OperationsTim Simmons (303/678-8484, bfishinc@aol.com)
Address.....Suite 270, 505 Main St.
City, State.....Fort Worth, TX 76102
Telephone817/810-0012
FAX Telephone817/810-0252
Web site.....www.ArmedForcesBowl.com



BELL HELICOPTER ARMED FORCES BOWL RESULTS

Year	Result	Attendance	Overall TV Rating (game/replay)
December 31, 2008	Houston 34, Air Force 28	41,127	2.00
December 31, 2007	Cal 42, Air Force 36	40,905	2.10
December 23, 2006	Utah 25, Tulsa 13	32,412	2.38
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

BELL HELICOPTER ARMED FORCES BOWL MOST VALUABLE PLAYERS

Champions	Year	Runner-ups
RB Bryce Beall, Houston	2008	RB Jared Tew, Air Force
QB Kevin Riley, Cal	2007	QB Shaun Carney, Air Force
P/PK Louis Sakoda, Utah	2006	QB Paul Smith, Tulsa
QB Jason Swanson, Kansa	2005	QB Kevin Kolb, Houston
QB Gino Guidugli, Cincinnati	2004	WR Josh Davis, Marshall
QB Ryan Dinwiddie, Boise State	2003	QB Brandon Hassell, TCU

BELL HELICOPTER ARMED FORCES BOWL COACHES

Champions	Year	Runner-ups
Kevin Sumlin, Houston	2008	Troy Calhoun, Air Force
Jeff Tedford, Cal	2007	Troy Calhoun, Air Force
Kyle Whittingham, Utah	2006	Steve Kragthorpe, Tulsa
Mark Mangino, Kansas	2005	Art Briles, Houston
Mark Dantonio, Cincinnati	2004	Bob Pruett, Marshall
Dan Hawkins, Boise State	2003	Gary Patterson, TCU

BELL HELICOPTER ARMED FORCES BOWL MEDIA CREDENTIALS - All media attending the 2008 **Bell Helicopter Armed Forces Bowl** must apply for media and photo credentials through the following web site. Credential request will be processed at www.SportsSystems.com/BHAFB. Tim Simmons, Media Operations Manager (303/678-8484) will forward a confirmation if the request is approved.

BELL HELICOPTER ARMED FORCES BOWL MEDIA CREDENTIALS PICKUP - Media/Photo credentials will not be mailed in advance, but will be available for pick-up at the **Bell Helicopter Armed Forces Bowl Media Center** located at the Marriott Courtyard-Blackstone beginning Monday, December 28. Working media members who have not picked up their credentials by 5 p.m., Wednesday, December 30 may do so at the Amon G. Carter Stadium Media Will Call Desk located at the West Entrance (Gate 2). The Media Will Call Desk will be open from 9 a.m. through half-time.

BELL HELICOPTER ARMED FORCES BOWL MEDIA HEADQUARTERS - The Marriott Courtyard-Blackstone (601 Main St., Fort Worth, TX 76102) is the official media hotel of the Bell Helicopter Armed Forces Bowl. Please telephone 817/885-8700 for reservations. The Marriott Courtyard-Blackstone Media Headquarters will be staffed starting December 27.

