



## THE MIGHTY 1090 AM

San Diego State Athletics and its exclusive multimedia rights holder, Aztec Sports Properties, announced that a four-year agreement has been reached between the San Diego-based BCA Radio and its stations The Mighty 1090 AM, 105.7 FM The Walrus and 1700 AM ESPN Radio.

Beginning with the 2013-14 athletic season, terms of the agreement call for The Mighty 1090 to air all football, men's basketball, select women's basketball and baseball games, and one-hour seasonal coaches' shows. Additionally, 105.7 The Walrus will air all nighttime games and any Aztec game that conflicts with the San Diego Padres. Various broadcasts dedicated to SDSU Athletics and increased promotional opportunities for SDSU Athletics are other highlights of the deal. Aztec Sports Properties, a property of Learfield Sports, oversees all aspects of the Aztec Sports Network.

"We appreciate the opportunity to return to The Mighty 1090 and create a new partnership with 105.7 The Walrus

and BCA Radio," said San Diego State Director of Athletics Jim Sterk. "They have outstanding coverage and programming to follow."

"We're happy that The Mighty 1090 and 105.7 The Walrus will serve as our new radio home for the Aztec Sports Network in San Diego," said Aztec Sports Properties' General Manager Jeff Bolitho. "The Mighty 1090 is a 50,000-watt AM station with a sports format. It will be a great fit for Aztec fans and alumni."

BCA Radio's Vice President, Market Manager Norm Feuer commented, "As San Diego's sports leader, we are ecstatic to be the NEW broadcast home of the San Diego State Aztecs. Local sports truly means something in San Diego, and now our community can follow every Aztec pass, basket, and touchdown on our AM and FM stations. We are proud and honored to be their partners. Go Aztecs!"

In addition to San Diego State, Learfield Sports manages

multimedia rights and sponsorship for more than 50 collegiate institutions and associations and titles the Learfield Sports Directors' Cup. The company also provides exclusive sports programming to more than 1,100 radio stations throughout the country. For learn more about Learfield's 40-year history and complete collegiate portfolio, visit [learfield-sports.com](http://learfield-sports.com).

Broadcast Company of the Americas (BCA) operates the Mighty 1090-AM Sports, 105.7-FM "The Walrus", ESPN 1700-AM and is the also the flagship broadcaster of the San Diego Padres. BCA and Compass Radio of San Diego (KPRI-FM) represent the stations to the advertising community, under the umbrella name, "Radio San Diego". The Mighty 1090-AM's 50,000 watt signal effectively reaches all of Southern California.



## ESPN / CBS SPORTS NETWORK / MOUNTAIN WEST NETWORK

The Mountain West has exclusive national television rights agreements with CBS Sports Network and ESPN, Inc. CBS Sports Network is the primary rights holder and 2013 will be the network's eighth year broadcasting Mountain West football games.

On March 20, 2013, the Mountain West and ESPN, Inc. announced a long-term agreement, establishing the network as the second national television partner for Conference-controlled 2013 football and men's basketball games.

Between the two networks, at least 44 football games will be televised annually on their various platforms. The CBS Sports Network and ESPN agreements are scheduled to run concurrently through 2019-20.

### ABOUT CBS SPORTS NETWORK

CBS Sports Network televises more than 300 live games and over 2,000 hours of original programming every year. The network telecasts Professional Bull Riding (PBR), live football, basketball and more from the Mountain West, Conference USA, Atlantic 10, as well as Army, Navy and the Patriot League.

CBS Sports Network also delivers exclusive coverage of SEC football, live NCAA® Tournament studio analysis, award-winning original productions and much more. CBS Sports Network is the home of both the National Lacrosse League (NLL) and Major League Lacrosse (MLL).

Throughout the year, the network also telecasts a full slate of original programming such as behind-the-scenes series, documentaries and studio coverage featuring expert analysis, predictions, in-depth interviews and more.

### ABOUT ESPN

ESPN, Inc., is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of more than 50 multimedia sports assets. The company is comprised of eight U.S. 24-hour television networks (ESPN, ESPN2, ESPNEWS, ESPNU, ESPN Classic, ESPN Deportes, ESPN 3D and Longhorn Network) and five HD simulcast services (ESPN, ESPN2, ESPNU, ESPNEWS and ESPN Deportes). Other businesses include ESPN Regional Television, ESPN International (35 networks, syndication, radio, digital), ESPN Radio (broadcast, satellite, digital, a growing category led by ScoreCenter), ESPN.com (plus a variety of sport-, college-, and market-specific sites), ESPN The Magazine, ESPN Enterprises and [espnW](http://espnW.com). Multi-screen offerings include WatchESPN (access to several ESPN networks online and via an app), ESPN3 (live multi-screen network available online, on the go and via Xbox LIVE) and ESPN Mobile (mobile Web, mobile TV and video, apps, alerts and messaging). Based in Bristol, Conn., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

### ABOUT MOUNTAIN WEST NETWORK

The Mountain West Conference, in collaboration with Campus Insiders and Volar Video, will greatly expand the video content and reach of its digital network starting in the fall of 2013. Under this unique alliance, the Mountain West will livestream hundreds of its men's and women's sporting events, add branded studio programming, develop sponsor-

ship opportunities and grow distribution on multiple platforms and devices.

Since its launch in October of 2012, the Mountain West Digital Network has provided fans over 500 on-demand videos, while also live-streaming its 2013 women's basketball, baseball and swimming and diving championships. The enhanced network, powered by Campus Insiders and utilizing Volar Video's revolutionary production solution, will continue to provide on-demand video content, as well as live-stream an unprecedented number of events from the league's 18 sports.

Volar Video's proprietary platform features production software that allows for seamless multi-camera switching, full-custom graphics and a high-definition embeddable video stream into custom or existing websites. Mountain West Digital Network content will be free to users and supported by sponsorship and advertising that enables geotargeted commercials through the deployment of mid-roll insertions. The network offers marketers a unique opportunity to reach a targeted audience both regionally and across the country.

All Mountain West programming will be available through [CampusInsiders.com](http://CampusInsiders.com), the online destination and leading digital content syndication source for college sports. Campus Insiders, a partnership between Silver Chalice Ventures and IMG College, goes beyond the traditional sports media experience, giving dedicated fans an insider's perspective that includes behind-the-scenes content, original video programming (including hosts Bonnie Bernstein and Seth Davis), and live streaming events.

