



CSTV: COLLEGE SPORTS TELEVISION TO PRESENT “BEST OF THE BEST” OF COLLEGE FLYING DISC ACTION VIA THE 2003 UPA COLLEGE ULTIMATE CHAMPIONSHIPS COMMENCING WEDNESDAY, JUNE 18

NEW YORK, June 13, 2003 – CSTV: College Sports Television (www.cstv.com), the first 24-hour college sports network, will televise the “best of the best” of collegiate Ultimate frisbee when it presents the *Ultimate Player's Association (UPA) 2003 College Championships* over the course of six weeks beginning Wednesday, June 18.

The UPA College Championship Series, which began in 1984, is the largest and most prestigious collegiate Ultimate tournament in the world, with more than 250 Open and 120 Women's teams competing. The UPA's college division is comprised of eight geographic regions, with teams initially competing in their respective sectional tournaments. The top teams at sectionals advance to their regional championship, with the top finishers at the regional level advancing to the UPA College Championships, also known as “Nationals.” Sixteen teams each from the Open and Women's divisions compete at Nationals, with at least one team representing each region.

“Our goal is to provide our viewers with many of the exciting college sports that do not typically receive television exposure,” said Chris Bevilacqua, co-founder and executive vice president, CSTV. “The UPA championships boast student-athletes at the top of their game who exhibit tremendous speed, strength, stamina, agility and smarts.”

“At the highest levels of competition, Ultimate exceeds every other sport I've seen in terms of sheer endurance and athletic ability, but it's also a game that appeals to recreation enthusiasts of all ages and skill levels,” said UPA Executive Director Sandie Hammerly. “We hope that viewers will be inspired to try Ultimate after watching the breathtaking action showcased in these episodes.”

CSTV's UPA College Ultimate Championship Telecasts (all times ET)

- Wednesday, June 18, 7:30 p.m., Men's Semifinal: Wisconsin vs. Colorado
- Wednesday, June 25, 7:30 p.m., Women's Semifinal: MIT vs. Brown
- Wednesday, July 2, 7:30 p.m., Men's Semifinal: Carleton College vs. Oregon
- Wednesday, July 9, 7:30 p.m., Women's Semifinal: Stanford vs. Colorado
- Wednesday, July 16, 7:30 p.m., Women's Final
- Wednesday, July 23, 7:30pm, Men's Final

Teams Competing in the Open Division Championships: Brown, Carleton, Colorado, Dartmouth, Georgia, Illinois, Michigan, North Carolina State, Ohio State, Oregon, Pennsylvania, Penn State, Texas, William and Mary, Williams, Wisconsin

Teams Competing in the Women's Division Championships: Arizona, Brown, California-Berkeley, California-San Diego, Colorado, Delaware, Duke, Georgia, Iowa, Michigan, MIT, Notre Dame, Penn State, Stanford, Texas, Wisconsin

CSTV is available on DirecTV on channel 610. For information on how to receive the network, log on to www.cstv.com.

About the UPA: The national governing body of the sport in the United States, the Ultimate Players Association (UPA) is the largest membership organization in the world devoted entirely to the sport of Ultimate Frisbee. A not-for-profit organization based in Boulder, CO, the UPA was founded in 1979 to promote and support the sport of Ultimate and its players and to increase participation at all levels. The organization is governed by a board of directors composed entirely of volunteers elected by the UPA membership, with day to day operations directed by a small professional staff.

About Ultimate: Combining the non-stop movement and athletic endurance of soccer with the aerial passing skills of football, a game of Ultimate is played by two seven-player squads with a high-tech plastic disc on a field similar to football. The objective of the game is to score by catching a pass in the opponent's end zone. A player must stop running while in possession of the disc, but may pivot and pass to any of the other receivers on the field. Ultimate is a transition game in which players move quickly from offense to defense on turnovers that occur with a dropped pass, an interception, a pass out of bounds, or when a player is caught holding the disc for more than ten seconds. Ultimate is governed by Spirit of the Game™, a tradition of sportsmanship that places the responsibility for fair play on the players rather than referees. Ultimate is played in more than 42 countries by hundreds of thousands of men and women, girls and boys.

College Sports Television has long-term programming and marketing agreements with 27 Division I athletic conferences, including the Atlantic 10, Big East, Big Sky, Big Ten, Big 12, Big West, Conference USA, Ivy League, Mountain West, Sun Belt, WAC and West Coast. The network televises live regular season and championship events across a broad spectrum of men's and women's college sports, including football, basketball, baseball, soccer, ice hockey and lacrosse. Dedicated to offering the widest variety of college athletics, College Sports Television provides the most in-depth sports coverage of 1,200 universities and colleges involving 360,000 student-athletes across all of the major conferences at every level of college sports.

College Sports Television was co-founded by President/CEO Brian Bedol, Chairman Stephen Greenberg and Executive Vice President Chris Bevilacqua. Bedol and Greenberg co-founded Classic Sports Network, which they sold to ESPN and which is now ESPN Classic. Bevilacqua is a former senior executive with Nike Inc., where he headed the company's successful foray into the college market. For more information on College Sports Television, log on to www.cstv.com.

###

Eric Handler
CSTV: College Sports Television
212-342-8760
ehandler@cstv.com

Stephanie Kurth
Ultimate Players Association
303-447-3472
stephanie.kurth@upa.org