

Dear Friends of WKU Athletics,

There are no words to adequately express how much we appreciate the incredible support we receive from our legion of fans, corporate sponsors and donors. It is a special time to be a part of WKU, and the tremendous strides we have made as an athletic department and university would not be possible without your commitment to our mission and support of our programs.

The primary goal each day for WKU Athletics is to produce a CHAMPIONSHIP EFFORT in everything we do, and this approach has resulted in many successes for us. Our achievements over the last two years have been truly unique, as our 19 total championships are more than any school in all of the 11 BCS Conferences during this period! Our nine regular season or tournament championships in 2008-09 were as many as anyone in the nation for the second consecutive year and trailed only our 10 championships in 2007-08 for the highest total in Sun Belt Conference history. WKU has a storied and tradition rich program, but the last two years have truly elevated athletic accomplishments on the Hill to a new level.

These championships are especially meaningful because of the manner in which we have operated. WKU is one of only three Sun Belt Conference schools to exceed the NCAA required 925 Academic Progress Report Rate (APR) in every men's and women's sport. Ten of our athletic teams have a cumulative team GPA of 3.0 or better, and 46 percent of all student-athletes have a cumulative GPA of 3.0 or higher.

None of this would be possible without the collective efforts of so many:

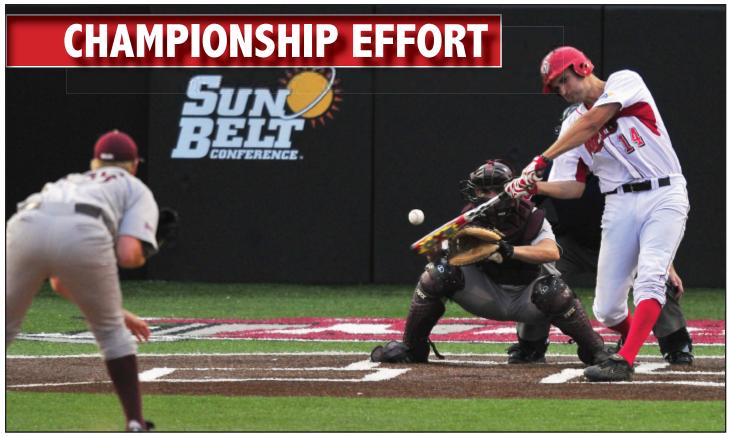
- A supportive President and Board that are committed to excellence
- Dedicated coaches who develop our young men and women while also preparing them for the future
- Talented and motivated student-athletes who perform on the field and in the classroom
- An administrative staff with passion and vision
- University faculty and staff who understand the importance of WKU Athletics
- A loyal community that enthusiastically supports the Hilltoppers
- Alumni, friends and corporate sponsors that provide valuable financial support

This decade alone we have also completed almost \$100 million toward athletic facility improvements and capital projects, have graduated 85% of our student athletes who have exhausted their eligibility, and have won 65 total conference championships. I know you have a sense of pride in these tremendous accomplishments, and I hope you enjoy the attached WKU Athletics annual report which reviews our incredible successes and accomplishments.

However, our work is not finished. We must and will continue to consistently produce a CHAMPIONSHIP EFFORT! We will never rest on our laurels, but instead remain focused on the future to ensure our continued academic and athletic success without compromising our tradition and values. Thank you again for your tremendous support of the Hilltoppers. Your "CHAMPIONSHIP EFFORT" is truly appreciated!

Sincerely,

Dr. Camden Wood Selig Director of Athletics Western Kentucky University MKIL

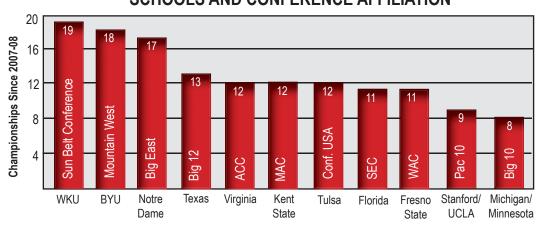


Third Baseman Wade Gaynor, whose 25 home runs in 2009 ranked second in WKU history, was selected by the Detroit Tigers in the third round of the 2009 Major League Baseball Amateur Draft. Gaynor's selection is the highest in the program's history and was one of a school record six Hilltoppers drafted.

WKU's 19 total team championships over the last two years (2007-08, 2008-09) are more than any school from one of the 11 BCS Conferences (I-A) during this period.

TWO YEAR PERIOD SECOND TO NONE

SCHOOLS AND CONFERENCE AFFILIATION



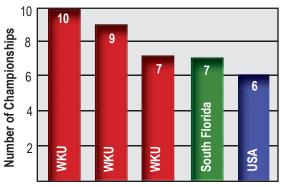
"CHAMPIONSHIP EFFORT" DEFINED:

A goal of the WKU athletic department is to help its student-athletes earn a meaningful degree, set and reach team and individual goals, and depart the Hill as a better and more well rounded person prepared to meet life's challenges. A major goal of all athletes and coaches is not just to compete for championships, but to win them. For the second consecutive year, no school in the United States of America did this with more frequency than WKU.

CHAMPIONSHIP EFFORT

The Hilltopper's nine team championships in 2008-09 was as many as any NCAA Division I-A (Football Bowl Subdivision) member and trailed only WKU's 10 championships from 2007-08 for the most in the Sun Belt Conference's 33-year history.

MOST SBC CHAMPIONSHIPS IN ONE YEAR



2007-08 2008-09 2005-06 1989-90 1998-99

WKU WINS NINE CONFERENCE CHAMPIONSHIPS

WKU claimed regular season championships in men's basketball (regular season and tournament), women's swimming, women's indoor and outdoor track, men's and women's cross country, men's outdoor track and baseball while also winning the women's volleyball tournament championship.



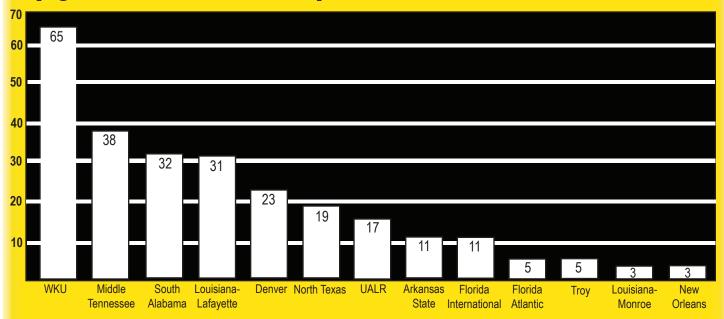
Janet Jesang was a three-time All-American in 2008-09, earning that distinction in cross country, indoor track and outdoor track. WKU's women's track program has won 11 consecutive titles, winning every SBC cross country, indoor and outdoor conference title dating back to 2006.

BACK TO BACK NATIONAL SUPERIORITY SCHOOLS AND CONFERENCE AFFILIATION WKU's nine Sun Belt regular season or tournament 10 championships in 2008-09 were as many as any school from one of the 11 BCS conferences for the second consecutive year. The Hilltoppers tied Notre Dame **Mountain Wes** and Brigham Young for top USA national honors. Louisville (7, Big East) and Kent State ACC 2ac Conf. (7. MAC) were the only other schools with seven or more Florida UCLA Minnesota Tulsa Fresno State/ Kent Virginia WKU BYU **Notre** team championships. State **Utah State** Dame

SUN BELT SUPERIORITY

SUN BELT CHAMPIONSHIPS IN LAST 10 YEARS

(regular season and tournament)



WKU's athletic teams have won 65 Sun Belt Conference championships (regular season and tournament) this decade.

WKU has won 19 of the last 36 Sun Belt Conference team titles dating back to the start of the 2007-08 year. The 53% conference title success streak is the highest percentage in the nation during this period.

WKU Director of Athletics Dr. Camden Wood Selig (left) receives the 2008 Bubas Cup Trophy from Sun Belt Conference Commissioner Wright Waters (center) and former Commissioner Vic Bubas (right).

V KU has won the Bubas Cup four of the past eight years and is one of only four schools to win the Bubas Cup five or more times. The Bubas Cup, named for the Sun Belt's first commissioner, is awarded annually to the school that accumulates the most points based on their final standings in each of the conference's 19 sponsored sports.

Since Wood Selig was named Director of Athletics in 1999. WKU has won 65 conference



regular season and tournament championships, 27 more than the next closest school. His leadership has helped grow the annual athletics department budget from \$5.6 million in 1999-2000 to over \$18.5 million in 2009-10.

85% of all student-athletes who have exhausted their eligibility this decade have

graduated.



WKU is one of only three Sun Belt Conference schools to exceed the NCAA required 925 Academic Progress Report Rate (APR) in every men's and women's sport.

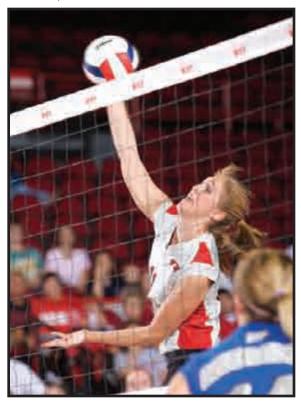
The overall cumulative average GPA for all 438 WKU student-athletes is 3.0.

Ten of the university's athletic teams have a cumulative team GPA of 3.0 or higher.

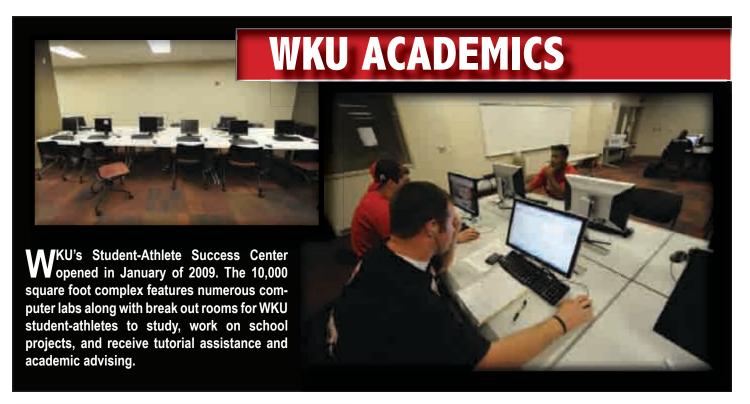
WKU has had more individuals honored by the league academically than any other institution in each of the last five years. The men's tennis program— with a 3.35 cumulative GPA— was named WKU's men's scholar team of the year, while the soccer program earned the female scholar team of the year with a 3.37 GPA.

WKU student-athletes in the university's 19 sports are majoring in 76 different programs. The Gordon Ford College of Business has 58 student-athletes, the most of any division. Thirty student-athletes are majoring in Biology and additional majors for student-athletes include diverse programs such as Anthropology, Chemistry, French and Spanish.

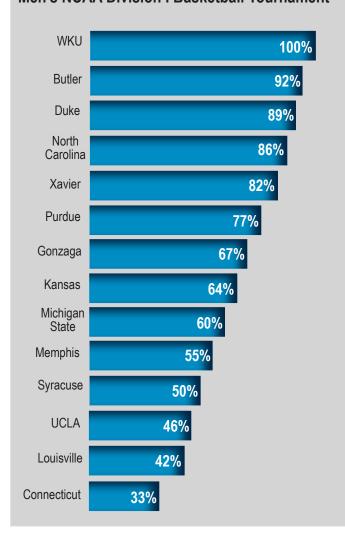
Women's golfer Victoria Sansom was named WKU's female scholar-athlete of the year, while men's golfer Matt Sherertz picked up male scholar-athlete of the year honors.



WKU's women's volleyball team was honored by the NCAA for posting a multi-year Academic Progress Rate (APR) in the top 10 percent of all NCAA women's Division I volleyball teams. The WKU volleyball team was one of only five teams from all sports in the state of Kentucky to receive the top 10% honor and was also one of only four Sun Belt Conference teams honored.



Graduation Rates for selected teams in the 2009 Men's NCAA Division I Basketball Tournament





Sophomore baseball catcher Matt Rice, who had a team-high .399 batting average and hit safely in 55 of 61 games, was named third-team Academic All-America by CoSIDA/ESPN The Magazine. Eleven additional student-athletes were named Academic All-District in 2008-09.



A \$33 million renovation of E.A. Diddle Arena in 2003 featured the addition of state of the art video replay scoreboards and 16 luxury suites, refurbished men's and women's basketball locker rooms and team rooms, two practice courts and a new academic advising center.

WKU has invested \$100 million in new construction or renovations of athletic facilities this decade.



FROM THE COMMISSIONER

"The leadership, vision, and creativity that Dr. Selig and Dr. Ransdell have demonstrated with the commitment to building at WKU is a clear indication of how dedicated the entire university is to competing at the highest level of amateur athletics. Western Kentucky University continually pushes forward with an eye on the future and is an innovator when it comes to building marketable assets to recruit student-athletes, engage donors, cultivate business partners and support the Bowling Green community."

Wright Waters
Commissioner
Sun Belt Conference



MEN'S BASKETBALL "NO CEILING"

WKU's Courtney Lee, who earned All-American honors and graduated with a degree in Sociology, was selected by Orlando with the 22nd pick in the first round of the 2008 NBA Draft and helped the Magic reach the NBA Finals for the first time since 1995.

155 the Table 133 NIT Table 145 the Table 155 the Table 155

seasons with 20+ wins, sixth-most in NCAA history.

conference championships, third-most in NCAA history.

36
All-Americans.

national post-season tournament appearances.

NCAA tournament berths.

th place in NCAA history in all-time wins (1,606).

NIT appearances.

th place in NCAA history in all-time winning percentage (.673).

"Sweet 16" appearances in NCAA tournament.

NCAA Final Four in 1971.

One Of Only 7 NCAA Tournament Teams in 2009 With A 100% Graduation Rate

SG MILLION

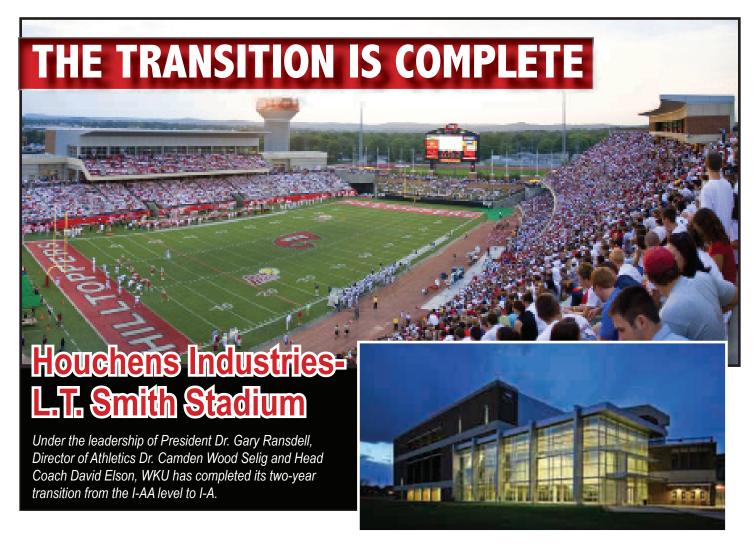
By defeating Big 10 conference runner up Illinois in the 2009 NCAA Tournament and reaching the "Sweet 16" in 2008, WKU men's basketball is responsible for generating over \$6 million in total revenue for the Sun Belt Conference and its members including approximately \$750,000 directly to WKU athletics.

\$6M \$5M \$4M \$3M \$2M \$1M "The two main reasons I'm here are the leadership of Dr. Ransdell and Dr. Selig, and our desire to continue to grow the program. I truly believe this is a job with no ceiling."

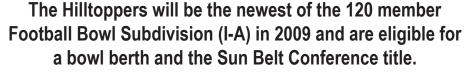
— Ken McDonald



Head Men's Basketball Coach Ken McDonald, WKU Director of Athletics Dr. Camden Wood Selig, and Sun Belt Conference Executive Committee President Frank Brogan (pictured L-R) – WKU athletics received \$463,545 as a result of reaching the NCAA Tournament's "Sweet 16" in 2008.









ver \$50 million has been invested in the recent renovation and expansion of Houchens Industries-L.T. Smith Stadium. This has resulted in new and refurbished locker rooms, meeting rooms, weight rooms and training rooms along with an expanded academic advising center. The stadium also features club seats, a \$1.5 million video replay scoreboard and a state-of-the-art playing surface that was installed in the spring of 2009.







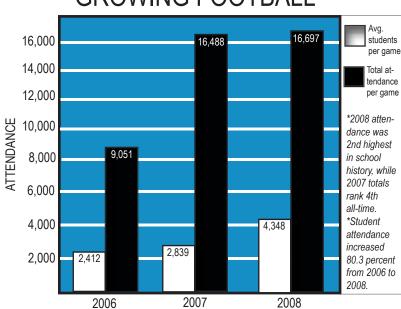
THE TRANSITION IS COMPLETE Offensive lineman Greg Ryan completed his Hilltopper career with a construction management degree

David Elson is in his 14th season at WKU, his 7th year as head coach and has a 39-32 overall record. Always emphasizing academics, WKU's 948 APR in football is higher than all other Sun Belt Conference programs.



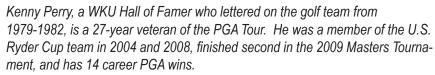
GROWING FOOTBALL

and signed a free agent contract with the Baltimore Ravens.



MAKING A DIFFERENCE









WKU was one of six regional hosts for the 2009 NCAA Golf Championships, as the Central Regional was played at The Club at Olde Stone in Bowling Green.

A. Diddle Arena was one of 16 host sites for the first and second rounds of the 2009 NCAA Women's Basketball Tournament, and Ball State's upset win over Tennessee marked ESPN's highest rated women's first round tournament game ever.

WKU, which hosted the Sun Belt Conference's cross country and swimming and diving championships this past year, will also host the conference's volleyball and swimming and diving championships in 2009-10, cross country and soccer in 2010-11, and cross country and baseball in 2011-12.

Director of Athletics Dr. Camden Wood Selig is currently serving his fourth year of a five-year term on the prestigious NCAA Women's Basketball Committee. This committee selects and seeds the teams for the NCAA Women's Basketball Tournament, while also selecting the sites for the entire tournament, including the Final Four.

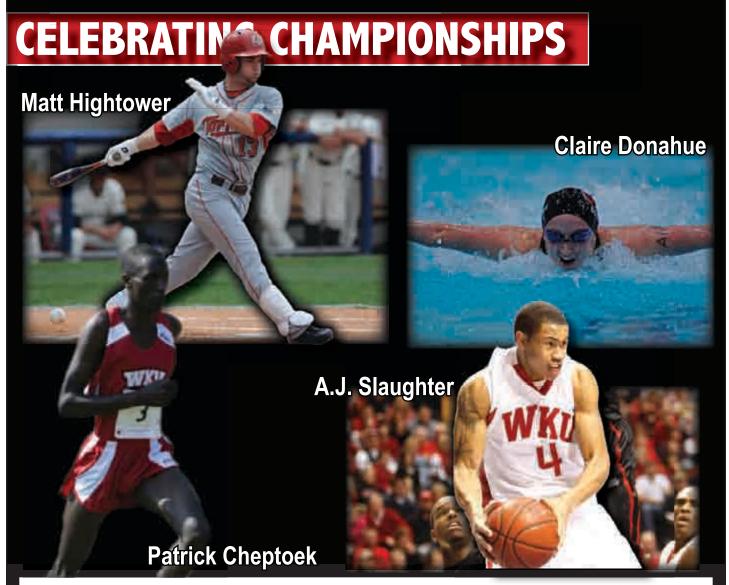
Track) is in his second year representing WKU on the NCAA Student-Athlete Advisory Committee. Consisting of 31 individuals, this committee represents the tens of thousands of student-athletes competing in NCAA competitions by giving them a voice on proposed legislation and programs.

NCAA GRANT

WKU was one of only 12 universities nationwide to receive a grant in 2008 from the newly designed NCAA Division I Women's Basketball Grant Program. WKU's \$36,000 grant was used to create a literacy program by partnering with the local city and county school systems. The project centered on "Follow Your Dreams!" - a children's book for grades 3-5 written about women's head basketball coach Mary Taylor Cowles. The book focuses on following one's dreams based on the real life story of Cowles, who earned Miss Kentucky Basketball honors at Marshall County High School and saw her dream to play for the Lady Toppers come true.



"Follow Your Dreams!" by women's head basketball coach Mary Taylor Cowles



Back To Back! WKU's Men's Basketball, Baseball and Volleyball teams have earned NCAA Tournament berths in each of the last two seasons.



WKU's volleyball team earned the program's fourth trip to the NCAA Tournament in the last seven years after winning the 2008 Sun Belt Conference Tournament.

WKU finished ahead of almost 75% of the nation's Division I schools in the final 2008-09 Division I United States Sports Academy Directors' Cup Standings, which are based on each institution's finish in up to 20 sports – 10 men's and 10 women's.

The Hilltoppers, who ranked 88th overall out of 341 Division I institutions, ranked ahead of seven Big East members: Providence (91), Rutgers (92), Pittsburgh (93), St. John's (112), South Florida (116), Cincinnati (129) and Marquette (173).

WKU also ranked ahead of a number of other standout programs including Mississippi State (100), Air Force (105), Miami of Ohio (107), Memphis (111), Gonzaga (t-122), Xavier (t-122) and Southern Miss (137).

SUN SHINING ON THE HILL

2008-09 ALL AMERICANS



Megan **Argabright** Volleyball



Valerie Brown Indoor Track



Rachel Friedman Soccer (academic)



Wade Gaynor Baseball



Janet Jesang Indoor & Outdoor Track Cross Country



Orlando Mendez-Valdez Men's Basketball



Julia Noe Volleyball



Matt Rice Baseball (academic)



Gavin Smellie Outdoor Track



Libby Stout Soccer

CONFERENCE PLAYERS OF THE YEAR



Valerie Brown Indoor Track



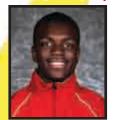
Baseball



Matt Hightower Janet Jesang Cross Country



Orlando Mendez-Valdez Men's Basketball



Mandhla Mgjimima Outdoor Field



Gavin Smellie Outdoor Track

SUN BELT CONFERENCE COACHES OF THE YEAR



Chris Finwood Baseball



Erik Jenkins Men's Cross Country Men's Outdoor Track Women's Indoor Track Women's Outdoor Track



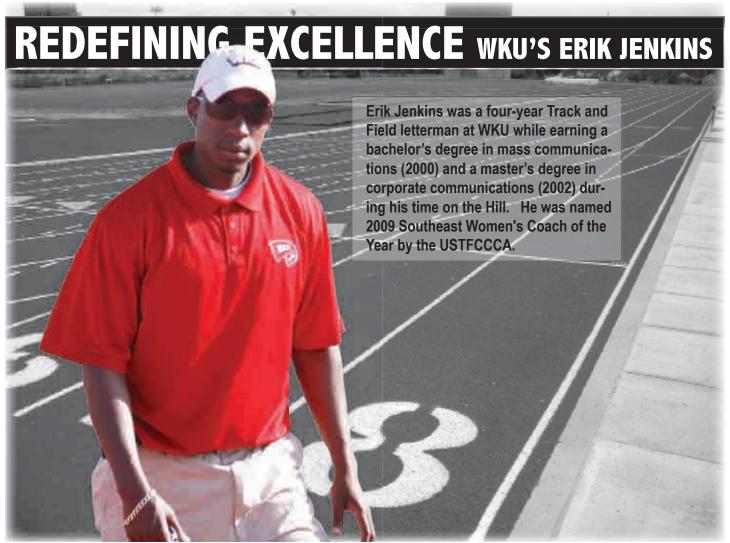
Bruce Marchionda Women's Swimming



Tyra Perry Softball



Michelle Scott Women's Cross Country



WKU named Erik Jenkins Head Track and Field Coach in January of 2008. Since then, the Hilltoppers have captured Sun Belt Conference championships in 9 of 10 sports under his direction and Jenkins has picked up eight conference Coach of the Year honors.

SUN BELT CHAMPIONSHIPS UNDER ERIK JENKINS

2008 Men's and Women's Indoor Track Men's and Women's Outdoor Track Men's and Women's Cross Country

2009 Women's Indoor Track
Men's and Women's Outdoor Track

2008-09 TOP 15 NATIONAL FINISHES

Valerie Brown - 3rd in 400 meter dash Janet Jesang - 5th in 5,000 meters (outdoor), 8th in 5,000 meters (indoor), 13th in cross country Gavin Smellie – 5th in 200 meters 4x400-meter women's relay team – 11th in nation – (Valerie Brown, Miaie Williams, Samantha Smith, Alecia Brown)

2008-09 CHAMPIONSHIP EFFORT

All six sports exceed the NCAA mandated 925 Academic Progress Rate.

WKU's women's track program has now captured 11 consecutive titles, winning every cross country, indoor and outdoor title dating back to 2006.

Janet Jesang became only the fourth WKU athlete to earn all-America honors in cross country, indoor and outdoor track in the same school year.

Erik Jenkins 113 All-Sun Belt Performers NCAA Regional Qualifiers

Sun Belt Event Champions

Sun beit Event Ghampions

25 All-Mideast Region Athletes

25 NCAA Qualifiers

10 NCAA All-Americans



Western Kentucky football team makes a calculated move up

By Steve Wieberg, USA TODAY October 6, 2008

BOWLING GREEN, Ky. — Wood Selig figures he saw no more than 10 minutes of Western Kentucky University's football home opener three Saturdays ago, a 50-9 rout of Murray State that showcased the Hilltoppers and their expanded, spiffed-up stadium.

The school's 47-year-old athletics director stepped off the elevator to the new club-seating area — featuring food, drink and already a waiting list to get in — and into a game-long wave of handshakes, backslaps and attaboys. "I had people come up and say, 'I never thought I'd be able to do anything like this in Bowling Green, Ky. I don't have to go to Nashville. I don't have to go to name-another-market. I can do it right here,' " Selig says.

"It was great confirmation of what we're doing."

WKU's football program was the topic of a USA Todav cover story by nationally acclaimed writer Steve Wieberg on October 6, 2008, enabling millions of readers nationwide to learn about the Toppers transition to I-A football. Purchasing ad space of this size in USA Today would have cost in excess of \$1 million.

Through an arrangement with the Hilltopper Sports Satellite Network, Fox College Sports and Direct TV, over 30 live broadcasts of WKU basketball games were syndicated nationwide in 2008-09, making the Hilltoppers one of the most televised programs in the nation. WKU games and coaches shows reach 47 of the nation's top 50 markets and in excess of 25 million homes on a consistent basis.

"The arrangement between HSSN and WKU is truly unique. The school's men's and women's basketball programs receive tremendous national exposure, while WKU students gain invaluable experience using innovative and state-of-the-art technology. Simply put, everybody wins."

--- David Brinkley, HSSN Executive Producer

ATHLETIC IMPACT

IN STATE Rivatiries

WKU's 68-54 win over No. 3 Louisville on November 30, 2008 in the Sommet Center in Nashville marked the first game of a four-year series in men's basketball. The next meeting is December 19, 2009, in Louisville's Freedom Hall. The Cardinals travel to E.A. Diddle Arena in Bowl-

ing Green the following year, and the series concludes with a match up in Louisville's new downtown arena during the 2011-12 season.

WKU and the Kentuck unpreced states of the control of the control

WKU and the University of
Kentucky have agreed to an
unprecedented four-year football

series. The schools will meet in Lexington in 2010 and 2012 and at LP Field in Nashville, Tenn., in 2011 and 2013. The games in the

Music City are designated as home games for the Hilltoppers.

RUSSELL ATHLETIC, a division of FRUIT OF THE LOOM, formed an exclusive relationship with WKU in 2007. The \$2 million partnership provides first-class apparel and uniforms for WKU players, coaches and staff.





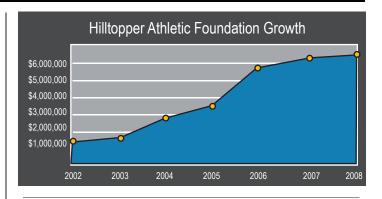
PEPSI and WKU have an exclusive multimillion dollar beverage agreement, providing resources that enable WKU student-athletes to succeed on the field and in the classroom.

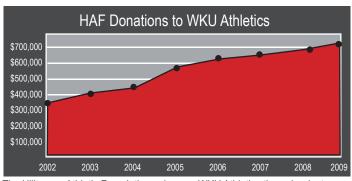
HOUCHENS INDUSTRIES provided \$5 million toward the renovation of Houchens Industries – L.T. Smith football stadium and also makes a substantial annual commitment toward marketing and television exposure for WKU basketball.





IMG and WKU have a ten year agreement generating in excess of \$10 million for Hilltopper Athletics – IMG also funded a \$1.5 million video board at Houchens Industries – L.T. Smith Stadium.





The Hilltopper Athletic Foundation enhances WKU Athletics through private support and visibility while also providing scholarship funding for student-athletes. Since 2002, HAF assets have grown over 300% and annual donations to the athletic department have more than doubled, illustrating the significant advancement of the foundation and tremendous support from the WKU family.

CHAMPIONSHIP EFFORT COUNTDOWN

100 million
amount invested in
new construction or
renovations of athletic
facilities this decade.

750,000 revenue going directly to WKU athletics as result of three men's basketball NCAA wins.

21,739 total students attending five home football games, a 53.2 percent increase from 2007.

6 million total revenue generated for Sun Belt Conference and its members by three men's basketball NCAA Tournament wins over last two seasons.

925 Academic Progress Rate mandated by NCAA which WKU exceeds in all 19 sports.

2,001 school record number of kills by volleyball's Megan Argabright, the only four-time female All-American in WKU history.

18/12/10 points, assists and rebounds by Orlando Mendez-Valdez in recording the first triple-double in WKU history in the Hilltoppers' 99-76 win over Troy on January 1, 2009.



65 Sun Belt Conference team championships this decade, 27 more than the next closest school (MTSU, 38).

regular or tournament conference championships for men's basketball program, third-most in NCAA history trailing only Kansas and Kentucky.

511 all-time wins by WKU football, winningest program in Sun Belt Conference and 26th of 120 Football Bowl Subdivision schools (I-A).

76 different majors among438 WKU student-athletes.

85 percent of student-ath-letes who have fulfilled their eligibility this decade have graduated.



hours it took base-ball team to win three NCAA Tournament games in 2009 Oxford Regional, matching program's total over previous 89 seasons.

CHAMPIONSHIP EFFORT COUNTDOWN

35 wins for softball team, most since 2004.

members of football team graduated in 2008-09.

27 consecutive years with at least one Sun Belt Conference championship (1983-2009), a league record.

40 home runs by third baseman Wade Gaynor in 2009 and career wins by pitcher Matt Ridings, both secondmost in WKU history.

23 final national ranking for baseball by Collegiate Baseball and Baseball America, the program's best ranking since 2001.

wins for women's soccer in 2008 to set WKU record, including conference record 14 shutouts by freshman goalie Libby Stout

members of men's and women's outdoor track team qualified for national championships

team conference Conference titles championships most by any BCS school for second consecutive year

conference player-of-the-year honors

top 15 NCAA finishes by individuals on women's track team

average GPA for all 438 WKU student-athletes

wins and no losses at E.A. Diddle Americans Arena for men's basketball Hilltopper teams with

secutive Sun Belt for women's track program

programs w/ individuals qualifying for post-season NCAA competition

coaches named conference coach-of-the-year

a cumulative 3.0

coach of

the year honors

for track's Erik

Jenkins since

January of 2008

GPA or better

consecutive NCAA Tournament appearances by men's basketball, baseball and volleyball

school records set by men's and women's swimming at 2009 conference swimming and diving championships.

19 conference team championships over the last two years, more than any school from one of the 11 BCS Conferences during this period.



Softball senior pitcher Ryan Rogge totaled 58 career wins including a school-record 10 shut outs in 2009.

Freshman soccer goalie Libby Stout posted a Sun Belt Conference record 14 shut outs in 2008.



MISSION: CHAMPIONSHIP BEFRORIED

CHAMPIONSHIP EFFORT





HAVE YOU DONE TO BE A CHAMPION TODAY?

19 SUN BELT CONFERENCE CHAMPIONSHIPS IN LAST TWO YEARS **MOST TEAM TITLES BY ANY BCS (I-A) SCHOOL**





Two-time all-conference honoree Chad Cregar helped WKU baseball earn the program's first ever Sun Belt Conference regular season championship, first-ever at-large NCAA Tournament berth and a No. 23 national ranking by Collegiate Baseball and Baseball America. WKU posted a pair of NCAA Tournament wins over Big 12 tournament runner-up Missouri and another victory over SEC regular season co-champion Mississippi to match the program's total NCAA wins over the previous 89 seasons.



2007-08 Champions

Baseball (Tournament)

Men's Basketball (Tournament)

Women's Basketball (Reg. Season & Tourney)

Women's Cross Country

Soccer

Women's Swimming

Men's Indoor Track

Women's Indoor Track

Men's Outdoor Track

Women's Outdoor Track

2008-09 Champions

Baseball

Men's Basketball (Reg. Season & Tourney)

Men's Cross Country

Women's Cross Country

Women's Swimming

Women's Indoor Track

Men's Outdoor Track Women's Outdoor Track

Volleyball (Tournament)