



NEW ORLEANS ARENA

Media Kit—2008 NCAA Women's Regionals

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For Immediate Use

DIST. 3-26-08

ALL FOUR TOP-SEEDED TEAMS ADVANCE IN NEW ORLEANS REGIONALS

**What: NCAA Division I Women's Basketball Championships
New Orleans Regionals**

Where: New Orleans Arena

**When: Saturday, March 29 and Monday, March 31
(Doors open 10:00 p.m. CDT Saturday)**

**Who: North Carolina vs. Louisville, 11:00 a.m. CDT
LSU vs. Oklahoma State, 1:30 p.m. CDT
Winners play Monday—time TBA**

**Tickets: www.ticketmaster.com; (504) 555-5555; Arena Box Office
Books for all 3 games, \$47.**

New Orleans, LA (Mar. 26, 2008)—IF everything goes according to form (i.e., seedings), LSU's Lady Tigers and North Carolina's Lady Tar Heels will play in the New Orleans Arena on Monday, Mar. 31, with the winner advancing to the Women's Final Four in Tampa, Fla.

But the first order of business comes Saturday, when North Carolina plays Louisville and LSU plays Oklahoma State for right to move on. The UNC-Louisville game opens the action at 11:00 a.m. CDT; with the LSU-Oklahoma State game slated to start at 1:30 p.m.

The top four seeded teams in the New Orleans Regionals all won their way through the 1st and 2nd rounds, punching their tickets to the Crescent City and promising high-octane matchups for the Sweet Sixteen and the Elite Eight.

Lady Tigers Win at Home to Advance: Oklahoma State wins

LSU is the #2 seed in the New Orleans Regionals. The Lady Tigers defeated Marist, 68-49, Monday night on their home court in Baton Rouge, La. That followed a 66-32 win over Jackson State two nights earlier in the 1st round. Marist eliminated DePaul 76-57 on Saturday night.

Oklahoma State, the #3 seed, will play LSU in the Arena on Saturday. The Lady Sooners advanced with a 73-72 overtime win over Florida State Monday night after scoring an 85-73 win over East Tennessee State Saturday night in Des Moines, Iowa. Florida State ousted Ohio State 60-49 in 1st round action.

UNC Comes in With #1 Seed in Regionals; Louisville Advances

North Carolina, the New Orleans Regionals' #1 seeded team, topped Georgia, 80-66, Tuesday night after a Sunday win over Bucknell, 85-50, in Norfolk, Va. Georgia bounced Iowa, 67-61, in the other 1st round game.

Louisville, the #4 seed, will play North Carolina in the first game Saturday in New Orleans. In Bridgeport, Conn., Louisville whipped Kansas State, 80-63, on Tuesday after beating Miami (Ohio) 81-67 on Sunday. Kansas State eliminated Chattanooga, 69-59, in the other Sunday game.

New Orleans Bids for Future Final Fours

The Arena was the site of the 2004 Women's Final Four. This is the first time a women's regional will be played in the Arena. A bid for a future Women's Final Four is currently being formulated.

Four Men's Final Fours (1982, 1987, 1993, 2003) have been played in the adjacent Superdome. Men's 1st/2nd round games were staged in the Arena last year and will return in 2010. A bid is also in the works for a future Men's Final Four in the Superdome.

A long-standing relationship with the NCAA and rave reviews for recent major sports events has local officials optimistic about the return of both Final Fours. Staging the Allstate Sugar Bowl and BCS Championship Game in a span of six days in the Superdome, followed by the NBA All-Star events in the Arena showed New Orleans is back as a big-time sports town.

2008 NCAA Division I Women's Basketball Championships New Orleans Regionals

Saturday, Mar. 29 and Monday, Mar. 31, New Orleans Arena

1st/2nd Round Matchups:

In Baton Rouge, LA, Saturday, Mar. 22

(7) Marist 76, (10) DePaul 57
(2) LSU 66, Jackson State 32.

In Baton Rouge, LA, Monday, Mar. 24

(2) LSU 68, (7) Marist 49

In Des Moines, Iowa, Saturday, Mar. 22

(3) Oklahoma State 85, (14) East Tennessee State 73
(11) Florida State 60, (6) Ohio State 49

In Des Moines, Iowa, Monday, Mar. 24

(3) Oklahoma State 73, (11) Florida State 72, OT

In New Orleans, LA, Saturday, Mar. 29, 1:30 p.m. CDT

(2) LSU vs. (3) Oklahoma State

In Norfolk, Va., Sunday, Mar. 23

(1) North Carolina 85, (16) Bucknell 50
(8) Georgia 67, (9) Iowa 61

In Norfolk, Va., Tuesday, Mar. 25

(1) North Carolina 80, (8) Georgia 66

In Bridgeport, Conn., Sunday, Mar. 23

(5) Kansas State 69, (12) Chattanooga 59

(4) Louisville 81 (11) Miami, Ohio 67

In Bridgeport, Conn., Tuesday, Mar. 25

(4) Louisville 80. (5) Kansas State 63

In New Orleans, LA. Saturday, Mar. 29, 11:00 a.m. CDT

(1) North Carolina vs. (4) Louisville

New Orleans Region winner advances to Women's Final Four April 6 & 8 in Tampa, Fla.

Press Release

Superdome, Arena Show Business is Good in New Orleans Sports and Entertainment are Booming

New Orleans, LA (Mar. 25, 2008)—Business is better in New Orleans, and the Louisiana Superdome and the New Orleans Arena are producing the numbers to prove it, setting records for both event activity and attendance.

Between the two facilities, total attendance for the first quarter will be more than 750,000. A busy event calendar shows 68 major events encompassing a total of 85 days, including 14 private and 54 public functions.

The numbers of events and total attendance for the fiscal year ending June, 2008, are tracking ahead of the same period prior to Hurricane Katrina.

March Madness comes to the Crescent City with the NCAA Women's Basketball Division I Basketball Regionals, with two games on Saturday, Mar. 29 and one game on Monday, Mar. 31.

In recent weeks, the Superdome served as a spectacular setting for the Allstate Sugar Bowl Football Classic and the Allstate BCS Championship, while the NBA All-Star events graced the Arena. All three played to big crowds and huge television audiences.

The Allstate BCS Championship game set the all-time attendance record for the Superdome with a crowd of 79,651. The Allstate Sugar Bowl, six days earlier, drew 74,383. The NBA All-Star Game was televised to 215 countries in 44 languages, with a world-wide audience estimated at a half-billion people.

During those events New Orleans clearly demonstrated to visitors and viewers it is again the best place in the nation for major sports events and world class entertainment.

Meanwhile, attendance is also increasing for events drawing predominately local crowds, reflecting a remarkable resiliency in the marketplace.

The excitement and support for the New Orleans Hornets continues to build to a crescendo as the team enters the stretch drive for the playoffs in the highly competitive NBA Western Division with eight more regular-season home games.

The New Orleans VooDoo are bidding for a spot in the Arena Football League's ArenaBowl XXII on their home turf. After a huge success and a sellout in New Orleans last July, the AFL voted unanimously to return its championship game this year. The game will be played on Sunday, July 27.

The Monster Jam at the Superdome sold out in advance, with a throng of more than 60,000 excited spectators. Annual events like the World of Wheels, the Home & Garden Show, the Boat Show, and the Sportsman's Expo are reporting strong turnouts. The Krewe of Endymion Extravaganza--the biggest party of Mardi Gras—again brought its special brand of revelry to the Superdome, along with the biggest crowd in its 27-year history.

Concerts at the Arena have been over the top, with Chris Brown, Hannah Montana, Van Halen, Michael Buble, Rascal Flatts and 311 all playing to sellout crowds in recent weeks. The 311 concert on Mar. 11 drew fans from all 50 states and 14 foreign countries.

By the end of this month, the SMG crew will have accomplished 37 total event conversions since Jan. 1, 18 of those in a 28-day period in March. The rush of activity also means extra days and extra hours for the part-time event employees. The total staff ranges as high as 2,500 for a major Superdome event. It's also good for the neighborhood, with fans headed downtown for events patronizing area businesses.

The unprecedented success of this string of events shows that New Orleanians' thirst is back for top-quality sports and entertainment. Added to annual citywide mega-events such as Mardi Gras, the New Orleans Jazz & Heritage Festival (at the Fair Grounds) and the Essence Festival at the Superdome, New Orleans is definitely on a roll.

There is more to come at the Arena with sales moving well for the Jay Z and Mary Blige (Apr. 9) and Rush (Apr. 19) concerts, with some other big name tours about to be announced for the spring and summer.

A cadre of national media reporters will again head to New Orleans April 11 & 12. "V to the Tenth," will celebrate 10 years of ending violence against women and girls. On stage at the Arena Apr. 12 will be an array of celebrities including Oprah Winfrey, Jane Fonda, Sally Field, Glenn Close, Ashley Judd, Ellen Degeneres and Charmaine Neville. On both days, the Superlove/Superdome program will be a unique presentation of art, activism and empowerment.

Per-capita spending on concessions is up approximately \$4.00 at the Superdome and \$1.50 at the Arena since Hurricane Katrina. That's more than just a lot of hot dogs and soda and beer—the fans are enjoying many of the local delicacies offered.

The Arena sports several new specialty food stands as well as new menu items in the premium club areas, added prior to the NBA All-Star weekend. They include a selection of fine wines at Audubon Café and Winery and a one-pound hamburger at the Cheeburger, Cheeburger stand, both on the 100 Level concourse. Chilled shrimp and crab claws is among the featured items in the Bacardi Superior Lounge and the pan seared tuna sandwich on ciabiatta bread is served in the South Club Lounge.

The Superdome and Arena are important to the tourism industry, the engine that drives New Orleans' economy. Visiting fans enjoy our special style of hospitality with world class hotels,

famous restaurants, legendary music and many special and unique attractions Television exposure of the city during these events helps tell the world about all we have to offer.

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Fast Facts: New Orleans Arena

Opened: Oct. 29, 1999

Capacity: 18,000 (basketball)

Location: Downtown New Orleans, connected to the Louisiana Superdome by two pedestrian ramps

Home Teams: New Orleans Hornets (National Basketball Association); New Orleans VooDoo (Arena Football League)

Executive Suites: 56 (12 to 18 seats each) plus one 140-seat Super Suite

Restaurant: Courtside Club

Club Seats: 2,800 courtside

Cost: \$114 million (plus an additional \$14 million in upgrades since 2002 for NBA basketball)

Future Major Sports Events Coming to the New Orleans Arena

- Home of the NBA New Orleans Hornets and the AFL New Orleans VooDoo
- Saturday March 29 & Monday March 31, 2008—NCAA Women's Division I Women's Basketball Regional
- Sunday, July 27, 2008—Arena Football League AFL ArenaBowl XXII
- March, 2010—NCAA Men's Division I Basketball Championships, Rounds 1 & 2
- March, 2012—Southeastern Conference Men's Basketball Tournament

Arena Notes

DEJA' VU - ARENABOWL RETURNS TO NEW ORLEANS IN 2008

Still buzzing from the sold out ArenaBowl XXI held in the New Orleans Arena in 2007, Arena League Commissioner David Baker announced that ArenaBowl XXII will also be played in the Crescent City on Sunday, July 27, at 2 p.m. CDT. ArenaBowl XXI marked the first time the event was held in New Orleans and only the third game to be played at a neutral site. That game was televised on ABC. The previous two ArenaBowls were played at the Thomas & Mack Center in Las Vegas, NV. Prior to that, ArenaBowls were played at the home field of the team with the highest seed.

PATIENTS SURVIVED HURRICANE KATRINA IN ARENA; COURT, LOCKER ROOMS SUSTAINED DAMAGE

When the adjacent Superdome became overcrowded during Hurricane Katrina in August 2005, nearly 1,000 special needs patients were moved to the lobby areas of the New Orleans Arena, remaining there for three to five days.

The storm inflicted minimal structural and roof damage to the Arena. Floodwater backed up through drains in the below-grade areas on each side of the facility causing damage to the basketball court, locker rooms, show production offices and dressing rooms, storage areas and the Courtside Club.

With the area losing power for five weeks, rising heat and humidity resulted in mold and mildew problems in other areas including offices, the North and South Club Rooms, the ticket office, some of the concourses, and the upper press box. The basketball court, stacked in the storage area, was destroyed. The Arena's lighting system, electrical and plumbing infrastructure, and 17,000 seats had minimal damage.

All repair work was substantially completed prior to the return events in March of 2006 with the exception of the Courtside Club (now the Bacardi Superior Lounge), where work was completed in May.

Installation of a new \$1.5 million center-hung scoreboard and two end zone matrix boards was completed prior to the reopening. Features include four 9x16-ft. video displays, four 8x12-ft. video boards and two 360-degree LED rings. The system is part of the "NBA upgrades" in the original agreement with the New Orleans Hornets when they moved to New Orleans in 2002.

Additional improvements since the building opened in 1999 include a 140-seat super suite, a Courtside Club restaurant, 12 new executive suites and upgrades to the existing 44 suites, redesigns of the two spacious Club Rooms, new locker rooms for the Hornets and visiting team, an LED ribbon board on the façade of the upper level, a team store and improvements to the refreshment and souvenir stands.

2004 WOMEN'S FINAL FOUR: HUSKIES MAKE HISTORY IN NEW ORLEANS

In the 2004 Final Four, Coach Gino Auriemma and the Connecticut Huskies made history in the New Orleans Arena by defeating the Tennessee Lady Volunteers in the championship game 70 -61, becoming only the second women's hoops team ever to win three consecutive national titles. The University of Connecticut also became the first school to win both the men's and women's NCAA Division I basketball championships in the same season.

Connecticut raced out to an early 17 point lead and held off the Lady Vols to take home the title. Connecticut guard Diana Taurasi scored 17 points in the championship game and was named the tournament's Most Outstanding Player.

In the semifinals, UCONN defeated Minnesota 67-58, while Tennessee edged LSU 52-50.

THE MEN'S FINAL FOUR IN THE SUPERDOME: A HISTORY OF SPECTACULAR FINISHES

In the words of expert analyst Billy Packer, "There's just something about this place." Packer's comment came in the closing seconds of one of the Superdome's typical Final Four wire jobs. In fact, all four championship games have gone down to the final seconds and all have made history in different ways--Fred Brown's bad pass, Keith Smart's jump shot, Chris Webber's time out, Hakim Warrick's blocked shot—all with the clock running out. Eight of the 12 Final Four games (including semis) have been settled by six points or less.

Here's a recap:

1982—NORTH CAROLINA 63, GEORGETOWN 62. Michael Jordan's jumper wins it after Georgetown had taken the lead with 32 seconds left. Fred Brown's errant pass goes to MVP James Worthy as the clock runs out. Worthy hit 17-of-28 from the field and scored 28 points. Legendary Tar Heel Coach Dean Smith wins his first NCAA title. Hoya All-American Patrick Ewing had 23. The crowd of 61,612 sets a new Final Four attendance mark, and the Superdome proves the NCAA's biggest show could be played in a mega-arena. Semis: North Carolina beat Houston 68-63; Georgetown beat Louisville, 50-46.

1987—INDIANA 74, SYRACUSE 73. With four seconds left, Keith Smart nails a baseline jumper to win it. Smart scored 20 points, is named the Outstanding Player. Teammate Steve Alford hit 7-of-10 three-pointers. The crowd of 64,959 still holds the all-time record for a Final Four. Semis: Indiana beat UNLV 97-93; Syracuse beat Providence 77-63.

1993—NORTH CAROLINA 77, MICHIGAN 71. With North Carolina leading 73-71 with 11 seconds left, Michigan's Chris Webber called for a timeout with none left, resulting in a technical foul. UNC Sophomore Donald Williams hit both free throws to clinch it. Williams finished with 25 points and was the Final Four Most Outstanding Player. Before the 1992-93 season began, Tar Heel Coach Dean Smith had his players put photos of the Superdome in their lockers to remind them of their ultimate goal: to win the title in the Dome. Semis: North Carolina beat Kansas 78-68; Michigan beat Kentucky 81-78 in OT.

2003—SYRACUSE 81, KANSAS 78. With the block heard around the world, sophomore Hakim Warrick swatted away a Jayhawk three-point attempt with 1.5 seconds left in the game to propel Syracuse into its first national championship in basketball. Most Outstanding Player Carmelo Anthony contributed 20 points and 10 rebounds for Coach Jim Boeheim's winners. Semis: Kansas beat Marquette 94-61; Syracuse beat Texas 95-84

Highlights of NCAA sessions in the Superdome and Arena:

1981 MEN'S REGIONAL FINALS—LSU comes in as the #1 seed, cruises past Arkansas 72-56 and Wichita St. 96-85 to advance to the Final Four in Philadelphia. Wichita State had advanced with a 66-65 thriller over Kansas in the other regional semifinal.

1990 MEN'S REGIONAL FINALS—Georgia Tech wins a pair of cliff-hangers, defeating #1 seed Michigan St. 81-80 in overtime and Minnesota, 93-91 in the regional final to move on to Indianapolis and the Final Four. Minnesota eliminated #2 seed Syracuse, 82-75, in the other regional semifinal.

1999 MEN'S FIRST/SECOND ROUND—Miami (Ohio) had the whole nation watching as Wally Szczerbiak led his #10-seeded Redhawks to a 66-58 victory over #2 seed Utah after a thrilling 59-58 win over Washington in the first round. **Kentucky** advanced with a 92-88 overtime victory over Kansas, following an opening 82-60 win over New Mexico State. Other first round action had Utah beating Arkansas St. 80-58 and Kansas topping Evansville, 95-74.

2001 MEN'S FIRST/SECOND ROUND—Penn State ended North Carolina's 5-0 run in NCAA tournament games played in the Superdome with a second round 82 -74 win over the 2nd seeded Tar Heels. North Carolina had extended its string with a 70 -48 win over Princeton two days earlier. Coach John Cheney's Temple Owls, the 11th seed, upset #3 Florida 75-54 after opening with a 79-65 win over #6 seed Texas. The other first round games saw Florida beating Western Kentucky, 69-56, and Penn State topping Providence, 69-59.

2007 MEN'S FIRST/SECOND ROUND - 2007 marked the first time the NCAA men's basketball tournament games were played in the New Orleans Arena. The Louisiana Superdome had previously hosted four men's regional sessions and four Final Fours. Well over 13,000 men's hoops fans packed the arena to look on as 8 teams began their quest for a national title. The 2007 session saw the South and Midwest brackets play 1st and 2nd round matchups featuring some of the nation's top mens teams, including the eventual National Champion Florida Gators. The Gators, the Midwest number 1 seed, advanced through the first two rounds by handily defeating 16-seeded Jackson St 112 – 69 in the first round, and 9th seeded Purdue 74 – 67 in a second round matchup. Purdue advanced to face the Gators by defeating 8th seeded Arizona 72-63 in its opening round game. The South Region games saw #2 seed Memphis defeat North Texas 73 -58. The Tigers faced 7th seeded Nevada in the second round, who squeaked by 10th seeded Creighton, 77-71, in its opener. Memphis went on to defeat Nevada 78 – 62 in second round action.

THE LOUISIANA SUPERDOME AND THE FINAL FOUR *THE MOVE TO THE MEGA-ARENAS*

In July, 1977, the NCAA Division I Men's Basketball Committee made a decision that changed the face of the Final Four. New Orleans was selected over Lexington to host the 1982 Final Four, with the massive Louisiana Superdome as the site.

It was the dawn of a new era for the Tournament. The Superdome proved the championship games could be staged with unprecedented success in a mega-arena. And now, one of America's most popular sports events is played only in facilities with seating for 30,000-plus.

It didn't happen by accident. The close working relationship between the staffs of the NCAA, the Superdome, and the local organizing committee ultimately rewarded the committee for its bold decision.

The initial bid offered the Superdome in incremental attendance levels from 20,000 to 45,000. After the decision to play in New Orleans, the NCAA Division I Men's Basketball Committee, chaired by Wayne Duke, made its site visit to the Superdome. The committee decided to also offer tickets in the East Terrace of the Superdome, boosting the capacity to 61,612.

Other key decisions followed. For the first time, Final Four Tickets would have three different price levels; the best 20,000 seats were \$38 per book; the next 20,000 were \$28, and the remainder were priced at \$18 and stamped "distant viewing." Also for the first time, a ticket

order form was required for ordering tickets, along with a refund procedure for fans who wanted only the top-priced, or top two priced, tickets.

Applicants who were selected last in the drawing (qualifying for \$18 tickets) were again given an option to receive a refund, and 93% retained their tickets. The drawing did not quite sell out the full quantity of tickets. A few scattered singles were left—a marked contrast to the record 267,000 ticket applications for the 1993 Final Four in the Superdome (100,000 more than any other site in history!).

The NCAA and Superdome public relations staffs then undertook a widespread campaign to fully inform ticket buyers. Seating charts were printed on the tickets and on visitors' publications distributed to all of the hotels. They were also posted on boards around the Superdome property and were sent to the newspapers of all participating teams.

During the Final Four, 10,000 response cards were printed and distributed to Superdome ushers and security guards for fans who wanted to voice a concern. And each ticket application was filed in 18 file cabinets at a designated area should any fans complain about the location of their tickets.

A total of two (2) cards were returned, both complaining because the escalators are routinely shut off after the game for safety purposes, and they had to walk down. A total of eight (8) people were escorted to the ticket files to learn that their tickets were indeed located as the application indicated.

Television interviewers, including the CBS telecast of the Final Four, visited the most distant seats. The general response was the fans were a long way from courtside, but they were pleased just to have the opportunity to attend the Championships.

The following summer, the Division I Committee was considering sites for the 1987 Final Four. The National Association of Basketball Coaches recommended that the mega-arenas should be avoided the previous year, expressing concerns about the intimacy of the arenas. In the 1982 meeting, Judd Heathcote, representing the NABC, offered an enthusiastic endorsement of the Superdome.

Heathcote related a personal experience while walking down Bourbon Street during the Final Four. He encountered six fans in University of Minnesota gear. "Why are you here?," he asked. "Minnesota isn't in the Final Four." Their response was this was the first time they had been able to get tickets to the Championships, and they were having a great time in New Orleans.

The committee opted to return to the Superdome in 1987 by a unanimous vote.

Final Four Sites

1982—**LOUISIANA SUPERDOME**

1983—The Pit, U. of New Mexico

1984—**KINGDOME, SEATTLE**

1985—Rupp Arena, Lexington

1986—Reunion Arena, Dallas

1987—**LOUISIANA SUPERDOME**

1988—Kemper Arena, Kansas City

1989—**KINGDOME, SEATTLE**

1990—McNichols Arena, Denver

1991—**RCA DOME, Indianapolis**

1992—**HUMPHREY METRODOME, Minneapolis**

1993—**LOUISIANA SUPERDOME**

1994—Charlotte Coliseum, Charlotte, NC
1995—KINGDOME, SEATTLE
1996—Continental Airlines Arena, East Rutherford, NJ
1997—RCA DOME, Indianapolis
1998—ALAMODOME, San Antonio
1999—TROPICANA FIELD, St. Petersburg
2000—RCA DOME, Indianapolis
2001—HUMPHREY METRODOME, Minneapolis
2002—GEORGIA DOME, Atlanta
2003—**LOUISIANA SUPERDOME**
2004—ALAMODOME, SAN ANTONIO
2005—EDWARD JONES DOME, ST. LOUIS
2006—RCA DOME, INDIANAPOLIS
2007—GEORGIA DOME, ATLANTA
2008—ALAMODOME, SAN ANTONIO
2009—FORD FIELD, DETROIT
2010—LUCAS OIL STADIUM, INDIANAPOLIS
2011—RELIANT STADIUM, HOUSTON
FUTURE—the announcement of future Final Fours, 2012-2015, is expected in November, 2008

ARENA MEDIA KIT—NCAA WOMEN'S 3-26-08