

PRICewaterhouseCOOPERS 
SMU ATHLETIC FORUM

MEDIA ANNOUNCEMENT

August 19, 2010

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**Former Head Coach Tony Dungy
to speak at PricewaterhouseCoopers SMU Athletic Forum Luncheon**

DALLAS, TEXAS – The PricewaterhouseCoopers SMU Athletic Forum welcomes the former Super Bowl-winning head coach with the Indianapolis Colts, Tony Dungy to Dallas on Thursday, August 26, for an Athletic Forum Luncheon sponsored by AT&T.

The luncheon will begin at noon in the Khmer Pavilion of the Hilton Anatole. Media availability begins at 10:45 a.m. in the Cooper Room of The Anatole.

In 1984, the Pittsburgh Steelers named Dungy their defensive coordinator, making him the youngest in the NFL, and in 1996, he was named head coach of the Tampa Bay Buccaneers. Dungy is perhaps most well known for his Super Bowl XLI victory with the Indianapolis Colts. In his seven years in Indianapolis, Dungy directed the Colts to a 85-27 regular-season record, five AFC South titles, and two AFC Championship game appearances.

In October 2005, Dungy became the 35th coach in NFL history to earn 100 career victories. He is only the sixth coach in NFL history to win 100+ regular-season games in the first 10 years as a head coach. Dungy joins Mike Ditka and Tom Flores as the only individuals to win the Super Bowl as both a player and a head coach, and is the first African American coach to win a Super Bowl.

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Honoring the legends of sports for 21 years, the PricewaterhouseCoopers SMU Athletic Forum celebrates outstanding success in athletics. Based in Dallas, the series features major figures from a variety of sports. The PricewaterhouseCoopers SMU Athletic Forum includes four luncheons and the prestigious Doak Walker Award Presentation Banquet.

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