

August 11, 2005

TO: Fans, Friends, and Supporters of LSU Athletics

FROM: Skip Bertman, LSU Director of Athletics

In less than four weeks we will begin another football season at LSU, but we are already well underway in our preparations for the other 19 sports in our athletics program.

We believe one of the most exciting developments this year will be the introduction of a newly renovated Pete Maravich Assembly Center, home to the LSU men's and women's basketball teams, volleyball team and gymnastics team.

The Maravich Center is undergoing a \$5.2 million renovation, funded entirely by LSU athletics with self-generated, non-state tax dollars. The "new" Maravich Center will feature all new seating, expanded restrooms, improved ADA accessibility and sound system improvements.

But there is more to be done to improve our basketball programs, and that is why we are introducing a modest increase in the cost of both our men's and women's basketball tickets for the coming season.

The cost of a men's basketball single game ticket will increase a minimum of \$1 per ticket and up to \$4 per ticket, depending on the game and the location of the seat. The cost of a women's basketball single game ticket will increase a minimum of \$1 per ticket and up to \$3 per ticket.

I am also pleased to introduce a new youth ticket for men's basketball games that will be available to children between the ages 3 to 12 years old for only \$5 per game. I think it is important that our fans can attend the games as a family, and I believe this will also help us create a new generation of Tiger basketball fans. Only one other school in the SEC offers a youth ticket for all of its basketball games.

In women's basketball, the price of a season ticket will increase from \$75 for the year to a new pricing structure ranging from \$80 up to \$125, depending on the seat location. All price increases are subject to approval of the LSU Board of Supervisors.

We believe these nominal increases will help improve our basketball programs. One of our near term goals is to begin a feasibility study for a new basketball practice facility for both our men's and women's basketball teams, and this move is the first step in making that happen.

Also, \$1 from every men's basketball ticket will go into the University Environmental Fund to help with the upkeep of the campus. We began contributing \$1 from every football ticket into this fund four years ago, and since that time the athletics department has contributed over \$2 million toward the beautification of campus. Everyone agrees that the campus has never looked better. LSU's Office of Facility Services does a wonderful job of keeping our campus among the nation's most beautiful.

The \$1 from the men's basketball ticket will be directed toward beautification improvements in the athletic areas of campus, particularly around the Maravich Center, Mike's new habitat and Tiger Stadium.

I continue my pledge to keep our athletics tickets affordable to LSU fans while making the changes necessary to remain competitive at the highest level of competition as we continue our vision of excellence for Tiger Athletics.

LSUSPORTS.NET

Another change you will see this fall will be improvements to our official website, LSUsports.net. More and more of our fans are depending on the Internet to gather information on the Tigers and to purchase tickets and merchandise, and this demands that we provide the best Internet site we can possibly produce.

Our new multi-media rights partner, LSU Sports Properties, has secured a new Internet provider for LSU Athletics called XOS Technologies, and you will see new and exciting developments coming your way. A leading provider of sports technology software, XOS hosts websites for other top programs such as Duke, Oklahoma, Nebraska, Oregon and Kansas State.

XOS will launch a re-designed LSUsports.net later this month. LSUsports.net will be a free site, but will include a subscription area that will feature exclusive live and tape delayed audio and video broadcasts and archives of LSU events, press conferences and interviews. This new subscription section, formerly known as LSUsports.tv, will be re-introduced as The GeauxZone.

It is important for you to know that beginning with the 2005 football season, the audio broadcasts of LSU athletics events will be available on a subscription basis for a nominal monthly fee.

You might ask why we are now charging fans for something that used to be free. We realize this will affect LSU fans and alumni, so we gave this decision very serious consideration before moving forward. The primary reason for our decision is that we wanted to deliver more programming at a better quality of service.

Streaming broadcasts and hosting audio and video files are expensive endeavors on the scale required to support the many LSU fans who desire access to this content. With XOS as our Internet partner, LSUsports.net will now be able to accommodate more users at one time and provide clearer audio and video streaming.

While we want to provide our fans and alumni with the best possible programming, we are also sensitive of the financial impact of making audio broadcasts a pay service. Through The GeauxZone, fans can either subscribe to audio broadcasts only, or they can access the entire GeauxZone inventory to include video programming as well.

Fans can subscribe to the audio broadcasts of LSU athletics events for only \$4.95 per month. For full subscription to The GeauxZone, which will include video streaming, the cost will be \$9.95 per month.

You will be hearing more about these exciting new developments about our website in the coming days. I hope you will share your thoughts and let us know how we can make your online experience better, more entertaining, more productive and more informative.

We welcome your comments, so write to us at LSUvision@etigers.net. Although we cannot promise a response to every e-mail we receive, please be assured that every letter will be read. Thank you for your continued support of Tiger Athletics.