



MEDIA INFORMATION

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FOX SPORTS REACHES SPONSORSHIP & TELEVISION AGREEMENT WITH CONTINENTAL TIRE LAS VEGAS INVITATIONAL AND LAS VEGAS CLASSIC

FOX Sports 1 Airs Multiple Games of Prestigious College Basketball Holiday Tournaments

New York – FOX Sports has reached an agreement with the Continental Tire Las Vegas Invitational and Continental Tire Las Vegas Classic to sell all of the events' multimedia sponsorship assets and traditional television advertising. The agreement makes FOX Sports 1 the television home of the regular-season college basketball tournaments and adds assets to Continental Tire's title sponsorship of the two events.

"We're excited to embark on a multi-faceted relationship with these two premier preseason college basketball events," said Dan Shell, Vice President, FOX Sports Enterprises. "Furthermore, welcoming back Continental Tire as a title sponsor allows us the opportunity to present their sponsorship in a much more integrated fashion, using on-site, in-broadcast and other multimedia assets. With a deeper involvement than ever before, this unified partnership stands to benefit all parties involved – the tournaments, Continental Tire and FOX Sports."

"We are thrilled to partner with FOX Sports on both tournaments this year," says Travis Roffler, director of marketing for Continental Tire. "Since its debut, FOX Sports 1 has emerged as a premiere channel for fans to watch a variety of sports. We think these two tournaments will be a great addition to their already robust college basketball programming and we're excited to come together and give college basketball fans some great games."

FOX Sports 1 airs a pair of games each day during the Continental Tire Las Vegas Invitational with tip-offs at 5:00 PM and 12:00 AM ET on Thursday, Nov. 27, and at 8:00 and 10:30 PM ET on Friday, Nov. 28. One of the top Thanksgiving weekend tournaments in the sport, past champions include college basketball powerhouses like North Carolina (2007), Kentucky (2008) and Kansas (2006 and 2010). This year's participants include Baylor, Illinois, Memphis and Indiana State, among others.

FOX Sports 1 also carries the final two games of the Continental Tire Las Vegas Classic on

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CONTINENTAL TIRE LAS VEGAS INVITATIONAL & CLASSIC ON FOX SPORTS 1 – Page 2

Tuesday, Dec. 23 at 9:00 and 11:30 PM ET. The Continental Tire Las Vegas Classic features eight squads highlighted by Texas Tech, Houston, Boise State and Loyola (Ill.). Both events are played at the Orleans Arena in Las Vegas.

America's new sports network, FOX Sports 1 is home to some of the country's best college hoops all season long with a full schedule that include BIG EAST, Pac-12 and Conference USA action.

- FOX SPORTS -

About FOX Sports 1

FOX Sports 1 is America's new national multi-sport channel that launched on August 17 in approximately 90 million homes and boasts nearly 5,000 hours of live event, news and original programming annually. The channel has several pillar sports: college basketball and football, MLB (in 2014), NASCAR, NFL (ancillary programs), international soccer, UFC and Golden Boy boxing, and adds USGA events, including the U.S. Open, and FIFA Women's World Cup in 2015. FOX SPORTS LIVE is FOX Sports 1's flagship 24/7 news, opinion and highlights program, providing around the clock coverage through regularly scheduled programs, hourly updates and an information rich ticker. Original programs include: AMERICA'S PREGAME; MLB WHIPAROUND; NASCAR RACE HUB; and the groundbreaking BEING: documentary franchise. FOX Sports GO, a new authenticated mobile sports experience for iPhone, iPad, Android devices and the web, serves as the channel's digital extension. The app offers more than 1,100 live games and events from cross FOX Sports, FOX Sports 1, FOX Sports 2 and FOX Sports' 22 regional sports networks, as well as scores, highlights, news, stats and analysis. For more information visit www.FOXSports.com/FOXSports1.

About Continental AG

With sales of around €33.3 billion in 2013, Continental is one of the world's leading automotive suppliers. As a provider of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires, and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently employs around 186,000 people in 49 countries.