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2010 A-10 MEN’S BASKETBALL CHAMPIONSHIP SINGLE SESSION TICKETS ON SALE FEBRUARY 15!

**TICKETS WILL BE SOLD THROUGH BOX OFFICE AND TICKETMASTER
 FOR WEEKEND CHAMPIONSHIP**

ATLANTIC CITY, N.J – It's time to hit the boards hard again in Atlantic City! The Atlantic 10 Men’s Basketball Championship returns with a new weekend format Friday, March 12 through Sunday, March 14. Single session tickets go on sale Monday, February 15 at 12:00 noon, and great seats start at just \$25. Tickets will be available at the Boardwalk Hall box office, all Ticketmaster locations, online at www.ticketmaster.com, or by phone at 800-736-1420.

“The new weekend format is sure to make this year’s A-10 Men’s Basketball Championship more popular than ever,” said Jeffrey Vasser, president of the Atlantic City Convention & Visitors Authority. “It’s the perfect weekend to come to Atlantic City and experience a great event in a great venue. Then, after the game, fans can enjoy Atlantic City’s many offerings, from golf and spas to nightlife, dining, great attractions and more.”

The 34th annual Atlantic 10 Men’s Basketball Championship returns to historic Boardwalk Hall for the fourth straight year and with an exciting new format. The top 12 teams at the conclusion of the regular season will qualify for the Championship. First round games will be played on Tuesday, March 9, on the campuses of teams seeded #5, #6, #7, and #8. The setting for the 2010 Championship then shifts to Boardwalk Hall as the quarterfinal round commences at Noon on Friday, March 12. In what should prove to be popular with the Atlantic City community and A-10 fans traveling to the area, tip-off times for Saturday’s semifinal action and Sunday’s championship game are scheduled for 1:00pm. The Championship features twelve Division I college basketball teams, including last year’s NCAA participants Dayton and Xavier, two-time defending Champion Temple, and fellow Philly favorites St. Joe's and La Salle. The 2010 Champion receives an automatic bid to the NCAA Tournament. This year, CBS will provide a live broadcast of Sunday’s final. The schedule is as follows:

<p>First Round Tuesday, March 9 Played on campus sites</p>	<p>Semifinal Round Doubleheader Saturday, March 13 in A.C. Session 3: 1:00 p.m.</p>
<p>Quarterfinal Round Doubleheaders Friday, March 12 in A.C. Session1: 12 Noon · Session 2: 6:30 p.m.</p>	<p>Final Round Sunday, March 14 in A.C. Session 4: 1:00 p.m.</p>

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During the Championship, fans won't want to miss the Pepsi FanZone presented by the Nike Factory Store at Atlantic City Outlets The Walk. This fan-friendly interactive entertainment area, free to all ticket holders, has returned by popular demand and offers fun, food and games for the entire family. Hoops enthusiasts can pick up some official A-10 merchandise, play ball on a basketball court, bid in a silent sports memorabilia auction presented by BC Sports Collectibles, or show off a team logo airbrushed by one of the face painters on site. Children are invited to play in one of several inflatable games, and parents can take advantage of a lounge area filled with big screen TVs. The Pepsi FanZone presented by the Nike Factory Store at Atlantic City Outlets The Walk opens at 5:00 p.m. Friday, March 12 and runs through Sunday in the Ballroom. Doors open one hour before Friday and Saturday sessions and 90 minutes prior to Sunday's game.

A number of special offers have been incorporated into this year's Championship, including the Family 4 Pack presented by Spirit Airlines. The 4 Pack includes 4 tickets, 4 hot dogs and 4 soft drinks. 4 Packs are available for any session and can be purchased at the Box Office or through Ticketmaster. Fans who purchase 4 Packs are automatically entered to win round trip airfare to any Spirit Airlines destination (some restrictions apply; see www.atlanticcitynj.com/collegehoops for complete details). Simply deposit the voucher attached to the ticket at Guest Services, located just off the concourse near Portal K, during any game. Winners will be announced following the Championship. For details and a full listing of all the promotions, or to view a seating chart, destination and accommodations information and travel links, visit www.atlanticcitynj.com. Information on air service to Atlantic City International Airport is available at www.acairport.com.

Discounts rates are also available for groups of 10 or more. Fans can save \$5 per ticket on any seat when booking a group for any session of the Championship. For more information or to place a group order, call 609-348-7021.

All students are eligible for ticket discounts. Friday sessions are \$15, Saturday and Sunday sessions are \$20. Tickets must be purchased at the box office with student ID.

In 2009 for the second consecutive year, the Temple Owls earned a berth in the NCAA tournament as Atlantic 10 Champions with a 69-64 victory over the Duquesne Dukes. Dayton and Xavier also advanced to the NCAA, marking the 15th time in Conference history and sixth since 2000 that multiple A-10 teams earned at-large bids to the NCAA Tournament. In 2008 Temple defeated St. Joe's in a thrilling 69-64 showdown, and in the 2007 A-10 Boardwalk Hall debut the George Washington Colonials bested the Rhode Island Rams, 78-69. Temple seeks to become the first A-10 program to win three consecutive titles since Massachusetts won five straight from 1992-96.

This event is presented by the Atlantic City Convention & Visitors Authority.

The Atlantic 10 Conference was formed in 1975, is currently comprised of 14 member institutions and sponsors 21 championship sports. The mission and goal of the Atlantic 10 is to preserve, protect, and enhance the academic and athletic excellence of our members. The conference is committed to upholding the highest ethical standards and providing equitable championship experiences for more than 6,000 student-athletes, coaches, and support staff. Approaching the 35th anniversary in 2010-11, as a Division I Conference, we salute the outstanding members and leaders that have helped build the foundation of the Atlantic 10. The member institutions of the Atlantic 10 are the University of Dayton, Duquesne

University, Fordham University, The George Washington University, La Salle University, University of Massachusetts, University of North Carolina at Charlotte, University of Rhode Island, University of Richmond, St. Bonaventure University, Saint Joseph's University, Saint Louis University, Temple University, and Xavier University.

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About Atlantic City Convention & Visitors Authority

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first destination marketing organization in New Jersey to achieve prestigious Destination Marketing Accreditation by the Destination Marketing Association International. For complete Atlantic City information, visit www.atlanticcitynj.com. Also, follow us on Facebook at www.facebook.com/AtlanticCityNJ.

About Boardwalk Hall

Historic Boardwalk Hall, which first opened in 1929, underwent a three year, \$90 million renovation to transform the building into a modern special events arena capable of variable seating for up to 14,770 people. Listed on the National Register of Historic Landmarks, Boardwalk Hall's renovation produced a glimpse into the dramatic and original Roman Renaissance style, while providing a 21st century experience in terms of comfort and amenities. Upon it's reopening in 2001, it has been recognized as the destination's premier entertainment venue, known for high profile concerts, family shows, and sporting events. SMG manages the Atlantic City Convention Center and Boardwalk Hall on behalf of its client, the Atlantic City Convention & Visitors Authority. Visit us at www.boardwalkhall.com for more information or follow us on Facebook at www.facebook.com/boardwalkhall.

