



IMMEDIATE RELEASE

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FOUR-GAME LACROSSE SHOWCASE COMING TO TEXAS STADIUM IN MARCH

Philadelphia, PA – The 2008 Patriot Cup, a four-game lacrosse showcase featuring some of the nation’s premier collegiate and high school programs, is coming to Texas Stadium in Dallas on March 15.

Dallas-based TITUS Sports Marketing, which is managing the event for the North Texas Chapter of US Lacrosse, released the official announcement today at the US Lacrosse National Convention in Philadelphia.

The 2008 Patriot Cup will feature a college doubleheader of Holy Cross vs. Navy at 12 p.m. and Rutgers vs. Army at 3 p.m. A pair of high school match-ups will sandwich the collegiate slate of games: Episcopal School of Dallas will face St. Mary’s of Annapolis (Md.) at 9:30 a.m. and Dallas Highland Park will battle Memphis University School (Tenn.) in the final game at 5 p.m.

Proceeds from the event will benefit Wounded Warrior, a non-profit organization which seeks to assist those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan, and other locations around the world.

“The North Texas Chapter is very pleased to host such a great event. It raises the visibility of lacrosse in Texas so that the entire nation sees how far we have come in growing the game,” said Tom Fitzsimmons, president of the North Texas chapter of US Lacrosse. “The support of a major professional sports organization like the Dallas Cowboys has been invaluable in the process.”

The 2008 Patriot Cup will be the first lacrosse games played in Texas Stadium, which is home to the Dallas Cowboys and hosts more Texas high school football playoff games annually than any venue in the Lone Star State.

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“We’re delighted to host one of the fastest-growing sports in the nation, and certainly in the state of Texas at Texas Stadium” said Stephen Jones, COO and executive vice president of the Dallas Cowboys. “Football has a special place in the hearts of Texans, and lacrosse is just as exciting as a spectator sport.”

Among the four collegiate programs competing in the Patriot Cup, Navy advanced to the 2004 NCAA Championship and is ranked No. 25 in the preseason.

“If lacrosse wasn’t developing as aggressively as it has been in Texas, it wouldn’t make sense for us to come to Texas,” said Navy coach Richie Meade. “Right now, the level of skill of players in Texas is comparable to anywhere.”

“It’s exciting for our program. Lacrosse is a Northeast sport, so playing in Texas Stadium will be like going to Disneyland.”

Episcopal School of Dallas is the defending Division I state champion in the Texas High School Lacrosse League. Highland Park was runner-up in the Division I final. Both Memphis University School and St. Mary’s of Annapolis are past also state champions in their respective leagues.

“We are very excited to be one of the host teams for the Patriot Cup. The opportunity for young lacrosse players to experience playing a lacrosse game in a venue as historic as Texas Stadium is outstanding,” said Kevin Barnicle, head lacrosse coach at Episcopal School of Dallas. “The Patriot Cup is bound to become a staple in high school and college lacrosse venues and will be an exciting boost, not only for Texas lacrosse, but the sport as a whole.”

Ticket and additional event information for the 2008 Patriot Cup will be available in the coming weeks at www.2008patriotcup.com.

About TITUS: Among its portfolio, TITUS Sports Marketing managed the national matchup between No. 1 Miami Northwestern and No. 2 Southlake Carroll in 2007, in what ESPN labeled “the biggest game in the history of high school football.” The ‘Clash of Champions’ set a state attendance record for a regular-season game with a standing-room-only crowd of more than 31,000 fans and was played at SMU’s Ford Stadium.

For additional questions, please contact Jaime Coffey at TITUS at 214-764-2000.