

NEWS RELEASE



FOR IMMEDIATE RELEASE

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2011 U.S. FIGURE SKATING CHAMPIONSHIPS ADD LOCAL MEDIA PARTNER, LOCAL OFFICIAL SUPPLIERS

– WGHP-TV Fox 8, Pepsi Bottling Ventures, Joshua Jewel sign on for event –

GREENSBORO, N.C. (April 28, 2010) – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships, announced the addition of a new local media partner and two local official suppliers. WGHP-TV Fox 8 has been named a Diamond Media & Marketing Partner for the 2011 U.S. Figure Skating Championships, the highest local level of Media & Marketing Partner for the event.

"We are thrilled to have Fox 8 join our media and marketing partner family at such a high level," said Hill Carrow, local organizing committee chairman of the 2011 U.S. Figure Skating Championships. "WGHP-TV Fox 8 is community oriented and highly regarded. We are fortunate to have their very strong commitment to the event."

WGHP-TV Fox 8 is located in High Point, N.C., and has been broadcasting in the Triad region as a Fox affiliate for 11 years. According to Nielsen ratings, WGHP was the highest-rated Fox station in the U.S. during Nov., 2009 and Feb., 2010 ratings periods.

"Fox 8 is considered *the* community television station in the Triad," said Karen Adams, general manager of WGHP-TV Fox 8. "The 2011 U.S. Figure Skating Championships are a huge event in our region, and it was a natural for us to support the effort. We are also very proud of our No. 1 rating and look forward to leveraging that position for our station – and for the 2011 U.S. Championships."

Pepsi Bottling Ventures, based in Raleigh, N.C., has become a local official supplier for the 2011 U.S. Figure Skating Championships. Pepsi Bottling Ventures will provide a wide variety of beverage products, including Pepsi brands, Lipton teas, Tropicana juices, Starbucks coffee drinks, Aquafina waters and Gatorade isotonic drinks for use by athletes, officials, media and volunteers at the event. This October, Pepsi Bottling Ventures will launch an eight million can special promotion for the 2011 U.S. Figure Skating Championships across North Carolina.

"With North Carolina as the birthplace of Pepsi – and the 2011 U.S. Figure Skating Championships on track to be the largest event in the state next year – it just made for the perfect match," said Randy Laster, director of food service at Pepsi Bottling Ventures. "Pepsi Bottling Ventures is proud to get involved and lend our support."

Joining Pepsi as local official supplier is Joshua Jewel of Orlando, Fla. a designer and supplier of trend-inspired apparel for ice skating – including custom-designed figure skating dresses for performance and practice wear.

"The 2011 U.S. Figure Skating Championships serve as the first opportunity we have had at a U.S. Championships to showcase our figure skating apparel and performance ice skating dresses," said Sean Austin, vice president of operations at Joshua Jewel. "We are thrilled to debut our fashion-forward creations at U.S. Figure Skating's premier event,".

"Taking care of the athletes and official delegation are our highest priority in hosting the 2011 U.S. Figure Skating Championships," said Faryn Driscoll, director of operations for the 2011 U.S. Championships. "The support of both Pepsi Bottling Ventures and Joshua Jewel will go a long way toward assisting us in that regard."

– About U.S. Figure Skating –

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit www.usfigureskating.org.

– About North Carolina 2011 –

North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, North Carolina Amateur Sports, Sports & Properties, Inc. and North Carolina Figure Skating. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods and VF, Local Presenting Sponsors, and by Official Local Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Moses Cone Health System, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations, Ice Rink Events, Hagan Davis, Pepsi Bottling Ventures, Joshua Jewel, and Skyline Exhibits & Events. Local Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners, the News & Record, Capitol Broadcasting Company, and WGHP-TV Fox 8. Local Official Partners include Clear Channel Radio, Our State Magazine and Guilford Woman Magazine. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

– About WGHP-TV Fox 8 –

WGHP Fox 8 is a regional news station, covering all 14 counties in our viewing area, including one county in Virginia. Fox 8 produces 7 hours of top-rated local news each day with a dedicated staff of journalists, many with North Carolina roots. WGHP signed on the air in 1963 as an ABC station then changed affiliation to Fox in September 1995 when purchased by News Corporation. WGHP is now part of Local TV, LLC and its license is Community Television of North Carolina, LLC. Who we are is in our name—Emmy Award winning Local Community Television serving the Piedmont region of North Carolina. For more information on WGHP Fox 8, visit www.myfox8.com.

– About Pepsi Bottling Ventures –

Pepsi Bottling Ventures (PBV), headquartered in Raleigh, NC, is the largest privately-held bottler for Pepsi-Cola products in North America. PBV manufactures, sells, and distributes some of the world's most recognized consumer brands, including Pepsi products, Tropicana juices, Lipton teas, Starbuck's coffee drinks, Gatorade isotonic and Aquafina waters. PBV operates 27 bottling and distribution facilities in seven states. For more information on Pepsi Bottling Ventures, visit www.pepsibottlingventures.com.

– About Joshua Jewel –

Joshua Jewel, based in Orlando, Florida, designs and sells fashion-forward, high-quality figure skating practice wear, accessories, and custom competition dresses for figure skating. Joshua Jewel products include practice gear for kids and adults, blade cloth, cosmetic bags, tote bags, head bands, fleece blankets and gloves. All figure skating apparel is available in the Joshua Jewel online store, visit www.JoshuaJewel.com.