

NEWS RELEASE



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2011 U.S. FIGURE SKATING CHAMPIONSHIPS ANNOUNCE SEVEN NEW LOCAL SPONSORS

Greensboro, N.C. (December 2, 2010) — North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships, today announced the addition of seven new local sponsors for the 2011 U.S. Championships. Branch Banking & Trust (BB&T), Risport Skates and the Cemala Foundation are new local Bronze Sponsors; Rice Toyota and Krispy Kreme Doughnuts are new local Official Suppliers; and The Greensboro Partnership and Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta) are new local Patrons.

"It is exciting to have this group of companies, organizations, and a noted local foundation join our sponsor team at this critical time," said Hill Carrow, chairman of North Carolina 2011. "These seven new sponsors have brought us closer to our sponsorship goal."

Branch Banking & Trust is the largest publicly owned company in the Piedmont Triad region of North Carolina. Headquartered in Winston-Salem, BB&T is located in 12 states and Washington, D.C.

"Hosting the U.S. Figure Skating Championships helps communicate the profile of the Piedmont Triad as a region of rich resources and vast potential to an international television audience," said Pete Zifchak, senior vice president of corporate sports marketing and event planning at BB&T. "The U.S. Figure Skating Championships is a once-in-a-lifetime event for our region and the state, and we are excited to play a significant role."

In addition to its local Bronze Sponsorship, Risport Skates, an international skate boot manufacturer, will serve as local Presenting Sponsor of the athletes lounge at the Greensboro Sheraton, headquarters hotel for the Championships and of the athletes party.

"Risport is a skate brand of choice in Europe," said Nicoletta Paier, Risport Sales Manager, "As we seek to grow our business in America, the 2011 U.S. Figure Skating Championships are an ideal event for us to expand our brand."

The Cemala Foundation is a long-established Greensboro foundation known for its financial support of numerous Greensboro-area charitable organizations and causes, with an emphasis on economic development, early childhood development, public education and center city revitalization. The significant economic impact of the 2011 U.S. Figure Skating Championships qualified the event for a grant from the foundation in the area of economic development.

The Cemala Foundation is also supporting the new downtown Greensboro outdoor ice rink, which had its formal opening Saturday, Nov. 20. Ice Rink Events, a local Official Supplier of the 2011 U.S. Championships, is providing the temporary ice for both the downtown rink and the 2011 U.S. Figure Skating Championships.

Rice Toyota of Greensboro is providing a combination of Toyota sport utility vehicles and sedans to be used by U.S. Figure Skating executives and staff during the preparation for, and operation of, the 2011 U.S. Championships. Additional vehicles provided by Rice Toyota will be used by the local organizing committee in staging the Championships.

Joining Rice Toyota as a local Official Supplier is Krispy Kreme Doughnuts, which has its headquarters in Winston-Salem. Krispy Kreme is partnering with local Presenting Sponsor Lowes Foods on a special joint promotion in Lowes Foods stores across North Carolina throughout the month of January. Krispy Kreme retail stores in the Triad market will feature 2011 U.S. Figure Skating Championships-themed décor during the month of January. Krispy Kreme doughnuts will be available at the Greensboro Coliseum Complex throughout the U.S. Championships, both at concessions and through Greensboro Coliseum catering.

The Greensboro Partnership is the principal economic development organization in Greensboro. Through the work of its three member organizations—Action Greensboro, Greensboro Economic Development Alliance—and the Greensboro Chamber of Commerce, the Partnership has been supportive of the 2011 U.S. Figure Skating Championships throughout the two-year preparation period, twice providing the local organizing committee an audience with members of the Partnership Board of Directors.

“We are excited about the spotlight the 2011 U.S. Figure Skating Championships will shine on our region, with the national and international TV and media coverage,” said Pat Danahy, chief executive officer of the Greensboro Partnership. “Because of the premier nature of the event and its major entertainment value, we intend to leverage our partnership with the event for business recruitment.”

The local Konica Minolta Business Solutions sales office will provide award-winning bizhub® multifunctional products (the ability print, copy, fax and scan, all in one system) to support the extensive printing operations of U.S. Figure Skating, the local organizing committee and the media corps during the 2011 U.S. Figure Skating Championships.

– 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 made up of 743 member, collegiate and school-affiliated clubs and more than 990 Basic Skills programs representing approximately 176,000 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.

– About North Carolina 2011 –

North Carolina 2011 (NC 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 Local Official Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Visitnc.com, Graphic Visual Solutions, Moses Cone Health System, Blue Cross and Blue Shield of North Carolina, BEM Interactive, Vela Strategic Marketing and Public Relations, Annese Public Relations, Branch Banking and Trust, Risport Skates, the Cemala Foundation, Ice Rink Events, Hagan Davis, Joshua Jewel, Pepsi Bottling Ventures, Exact Target, LSK Enterprises/Olympia, HKS World Events, Rice Toyota, Krispy Kreme Doughnuts, Skyline Exhibits & Events, The Greensboro Partnership, and Konica Minolta. Local Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners The News & Record, Capitol Broadcasting Company, WGHP-TV Fox 8, and Fairway Outdoor Advertising; and Local Official Partners Clear Channel Radio, Our State Magazine, Guilford Woman Magazine and Susan G. Komen Race for the Cure. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

– About Branch Banking & Trust –

Branch Banking and Trust (BB&T) Corporation (NYSE: BBT) is one of the largest financial services holding companies in the U.S. with more than \$157.2 billion in assets and market capitalization of \$16.7 billion, as of Sept. 30, 2010. Based in Winston-Salem, N.C., the company operates approximately 1,800 financial centers in 12 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. A Fortune 500 company, BB&T is consistently recognized for outstanding client satisfaction by J.D. Power and Associates, the U.S. Small Business Administration, Greenwich Associates and others. More information about BB&T and its full line of products and services is available at www.BBT.com.

– About Risport Skates –

Risport is a leading international manufacturer of ice and roller figure skating boots. They are a division of the Rossignol Group. The company is located in Montebelluna, Treviso, a province of the Venetian area in Italy. Technological research, infinite passion, and fine craftsmanship distinguish Risport boots, always worn by the world's top athletes. For more information on Risport, visit www.risportusa.com.

– About The Cemala Foundation –

The Cemala Foundation is a private family foundation established in 1986 by Martha A. and Ceasar Cone II to continue the family tradition of commitment to enhancing the quality of life of the community through grants to qualified charitable organizations. The Cemala Foundation is based in Greensboro, North Carolina and its efforts extend to the whole of Guilford County. For more information on The Cemala Foundation, visit www.cemla.org.

– About Rice Toyota –

Rice Toyota is the oldest Toyota dealership in the Southeast and has been serving Greensboro and the Triad area for more than 50 years. It is a family owned and operated dealership offering new and used car sales, service, collision repair, parts, accessories and rental cars. Rice Toyota is active in the community supporting the arts, education, pet adoption and various charitable organizations. For more information on Rice Toyota, visit www.ricetoyota.com.

– About Krispy Kreme Doughnuts –

Krispy Kreme is a leading branded specialty retailer and wholesaler of premium-quality sweet treats, including its signature Original Glazed[®] doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest quality doughnuts and great tasting coffee since it was founded in 1937. Krispy Kreme is proud of its fundraising program, which for decades has helped nonprofit organizations raise millions of dollars in needed funds. Today, Krispy Kreme packaged products can be found in more than 10,000 grocery, convenience and mass merchant stores in the United States. Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is listed on the New York Stock Exchange. For more information on Krispy Kreme, visit www.krispykreme.com.

– About The Greensboro Partnership –

The Greensboro Partnership is the principal economic and community development organization in Greensboro. Through the work of its three member organizations—the Greensboro Chamber of Commerce, Action Greensboro, and Greensboro Economic Development Alliance—the Partnership works to develop a vibrant community that creates, expands and attracts business while advancing the quality of life for all. For more information on the mission of the Greensboro Partnership, visit www.greensboropartnership.com.

– About Konica Minolta –

Konica Minolta Business Solutions U.S.A., Inc. is a leader in advanced imaging and networking technologies for the desktop to the print shop. For the third consecutive year, Konica Minolta was recognized as the No. 1 Brand for Customer Loyalty in the MFP Office Copier Market by Brand Keys. For more information, please visit www.CountOnKonicaMinolta.com.