

MEDIA EXPOSURE

THE GATOR RADIO NETWORK

Every Gator game, home and away, is broadcast by the Gator Radio Network on WRUF-AM (850) in Gainesville. AM-850's sister station, 100,000 watt Rock 104 (WRUF-FM 103.7) will carry six regular season games and select post-season contests. In addition, up to 12 regular season games will be part of broadcasts carried over the statewide Gator Radio Network (see list below). The games on AM-850 also can be heard on Cox Cable Ch. 96 in Gainesville.

Call the Gator Network at 800-34GATOR, ext. 6600 for more details.

Steve Babik (SteveB@gators.uva.ufl.edu) enters his 11th season as the voice of Gator Basketball. Babik, a 1982 graduate of Penn State University, also is the Gator Radio Network Coordinator, which includes the football, basketball and baseball networks. He also works as the pre/post game host and sideline reporter (radio & TV) during the football season and is a member of the baseball radio broadcast team. He has worked with Florida's University Athletic Association since 1987. Babik and his wife Betty have two children, Jeff and Kristin.

WRUF sports director **Steve Russell** enters his 12th season working with the Gator Women's Basketball team, providing color analysis. He is also a member of the Gator radio broadcast teams for both baseball and softball. Russell earned his telecommunications degree from Florida and has been providing local sports radio and television commentary since 1976. He and his wife Kim have two children, Drew and Jenny.

The game-day broadcast begins 15-minutes prior to tip-off with the "Gator Tip-Off Show" featuring a look at the SEC, a scouting report on UF's game and the comments of Head Coach Amanda Butler. A 10-minute post-game wrap-up also has live comments from Butler.

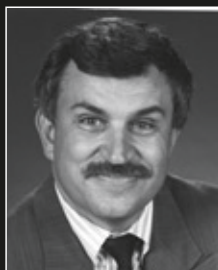
Gator Radio Network affiliates scheduled to air select games in 2008-09:

- | | |
|-----------------------------|-----------------------------|
| Gainesville - WRUF-AM 850 | Ocala - WMOP-AM 900 |
| Gainesville - WRUF-FM 103.7 | Okeechobee - WOKC -AM 1570 |
| Jacksonville - WNZS-AM 930 | Sarasota - WLSS-AM 930 |
| Lake Butler - WUCR-FM 107.9 | Tallahassee - WUTL-FM 106.1 |
| Melbourne - WMEL-AM 920 | |

GATOR NETWORK



STEVE BABIK



STEVE RUSSELL



The Gator athletics program enjoys tremendous state-wide coverage.

SUN SPORTS/ FSN FLORIDA

The Gators enjoy exposure from one of the nation's most extensive women's basketball television contracts. Florida-based Sun Sports and its sister network, FSN Florida, will air at least six games during the 2008-09 regular season, in addition to providing expanded coverage of the SEC Tournament.

Mick Hubert will call the action while Mark Wise provides color analysis.

Sun Sports is available statewide in over 6.5 million cable and satellite homes while FSN Florida is available in 5.5 million. Managed by Fox Sports, Sun Sports and FSN Florida are the state's leading television providers of local and regional collegiate sports programming.



MICK HUBERT



MARK WISE



The Gator Radio Network caught up with former Gator Dana Smith at one of Florida's games.



FLORIDA WOMEN'S BASKETBALL WITH AMANDA BUTLER

Steve Babik, radio voice of the UF women's basketball team, hosts Florida Women's Basketball with Amanda Butler, a 30-minute television show which begins in January and takes an in-depth look behind the scenes of the basketball program.

Sun Sports airs each of the shows, which are re-run several times each month to a state-wide audience in over 6.4 million homes. Initial air dates (subject to change) during the 2008-09 season are as follows: January 11, January 18, January 25, February 1, February 8, February 15, February 22 and March 1 all beginning at Noon. Check www.GatorZone.com in January for updated air dates and times.

The show also airs locally in Gainesville and Ocala throughout the week on Cox Channel 15 and is also available to view on the web on GatorVision Online, Florida's official streaming video site.

MEDIA EXPOSURE



FLORIDA WOMEN'S BASKETBALL

TELEVISION APPEARANCES

(since 1988-89 season through 2007-08 season)

211 appearances since the 1988-89 season

- Few schools can boast Florida's consistent television schedule
- Multiple games are added to the television schedule throughout the season because Florida has been proven to attract viewers in all sports — including women's basketball!
- The University of Florida has been at the forefront as a leader in women's athletics.

SEASON	TELEVISED GAMES
2007-08	11
2006-07	13
2005-06	13
2004-05	16
2003-04	12
2002-03	12
2001-02	14
2000-01	13
1999-00	18
1998-99	13
1997-98	18
1996-97	16
1995-96	13
1994-95	9
1993-94	7
1992-93	4
1991-92	4
1990-91	1
1989-90	2
1988-89	2
TOTAL	211

GATORZONE ON TV

Beginning its seventh season in the fall of 2008, the award-winning 30-minute television show "GatorZone" features all the latest news and notes on Gator athletics.



Hosted by Jeff Cardozo, GatorZone airs every Wednesday at 5:30 p.m. and again at 10 p.m. on Sun Sports. GatorZone recaps the week that was in Gator athletics with GatorBites, while Larry Vettel interviews various Florida coaches on their team's recent performances.

GatorZone features in-depth student-athlete stories highlighting their accomplishments both on and off the field of play. Also, this season James Bates rejoins GatorZone after a two-year absence.



JAMES BATES



JEFF CARDOZO



LARRY VETTEL



Former Gator Sue Chambers was the halftime radio guest during one of the team's home games.

WORLD WIDE WEB - GATORZONE.COM

The official website of Florida athletics features news, scores and statistics for all Gator sports, as well as photo galleries, desktop wallpapers, sound clips and more. It's the web's number one source for Gator sports news and information.

Television and radio broadcasts are regularly updated on the "TV/Radio Listings" page, found under the "Multimedia" tab of GatorZone.com's main menu.

GatorZone.com also offers FREE live streaming audio of every Gator game.



GATORVISION ONLINE

GatorVision Online is a live streaming video service available through the official website of the Florida Gators, GatorZone.com. This collaboration between JumpTV Sports, the University Athletic Association and IMG College, allows fans to subscribe on a monthly or yearly basis for live and on-demand programming.

Several non-conference Florida home games that are not televised are slated to be broadcast LIVE on GatorVision Online this season. In addition, all televised home games and Southeastern Conference home games will be made available for tape-delayed on-demand viewing on the site.

GatorVision Online's annual subscription allows viewers to watch full football game replays, the Orange and Blue Debut spring football game, football and basketball press conferences and a select number of men's basketball, baseball, volleyball, soccer and softball games, as well as gymnastics meets. In addition, all coaches' shows and the GatorZone television show are available for on-demand viewing.

It is recommended that users have the latest version of Windows Media Player to ensure the best viewing experience. To see an event or to get more information, just click on the GatorVision Online button at GatorZone.com, the official website of the Florida Gators, or visit www.GatorVision.tv.



NATIONAL WOMEN'S BASKETBALL PODCAST

Go inside women's basketball with co-hosts Beth Mowins and Debbie Antonelli on a 30-minute podcasting journey. New episodes available every Wednesday throughout the season, featuring interviews, insights and opinions to round out your game.

Check out the Women's Basketball Coaches Association (WBCA) web site wbc.org for more information.