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# LU part of ESPN's College Hoops Tip-Off

September 25, 2008

ESPN will celebrate the start of the 2008-09 college basketball season with the new College Hoops Tip-Off Marathon, featuring 23 consecutive hours of live college basketball game and studio programming Tuesday, Nov. 18. Liberty has been selected to participate in the event. The new, creative way to mark the opening of the season will begin at midnight ET with a tripleheader of live games: Massachusetts at Memphis followed by Fresno State at St. Mary's at 2 a.m. and Idaho State at Hawaii at 4 a.m. Coverage will conclude with Kentucky at North Carolina at 9 p.m.

Liberty's Big South Conference opener at UNC Asheville on Nov. 18 was selected as one of 14 game telecasts and will fill the noon ET time slot. The contest will be broadcasted on ESPN with a simulcast on ESPN360.com

ESPN, ESPN2 and ESPNU will offer 33 total hours of coverage overall, highlighted by 14 game telecasts, including defending national champion Kansas on ESPNU at 9 p.m. ESPN360.com will offer a simulcast of every ESPN and ESPN2 telecast.

ESPN's College Hoops Tip-Off Marathon highlights include:

- The first of ESPN's nine game telecasts will feature current Memphis coach John Calipari, a participant in last year's NCAA Tournament Championship game, against Massachusetts, where he coached from 1988-96 and led the Minutemen to their only NCAA Final Four appearance.
- ESPN's coverage will conclude at 9 p.m. with a showdown between the two winningest teams in college basketball history when Kentucky visits North Carolina, which returns all five starters -- including National Player of the Year Tyler Hansbrough - to a team that made it to last year's Final Four.
- College GameDay will originate from Chapel Hill, N.C., site of Kentucky at North Carolina (televised on ESPN at 9 p.m.), for a one-hour show at 8 p.m.
- In addition to games at midnight, 2 a.m., 4 a.m. and 9 p.m., ESPN will televise five live games consecutively beginning at 10 a.m.
- ESPN's coverage will include a game played in five different United States time zones -- Eastern, Central, Mountain, Pacific and Hawaiian - and at least 14 different conferences (Big Ten, Big 12, BIG EAST, SEC, ACC, Atlantic 10, Conference USA, WAC, WCC, Big Sky, Ivy, Colonial, Big South and Summit).
- ESPN's 2 p.m. telecast will feature Iowa at Kansas in a women's matchup.
- Coverage will include the College Hoops Tip-Off Special, a live four-hour studio show originating from ESPN's studios in Charlotte, N.C., beginning at 6 a.m.
- In addition to the College Hoops Tip-Off Marathon coverage on ESPN, ESPN2 will televise a tripleheader of 2008 NIT Season Tip-Off matchups beginning at 7:30 p.m. ESPNU will offer a doubleheader beginning with a NIT Season Tip-Off game at 7 p.m., followed by a CBE Classic game at 9 p.m. featuring defending National Champion Kansas.

College Hoops Tip-Off Marathon Schedule for ESPN, ESPN2 and ESPNU:

Tue., Nov. 18  
midnight  
ESPN / ESPN360.com  
Massachusetts at Memphis

2 a.m.  
ESPN / ESPN360.com  
Fresno State at St. Mary's

4 a.m.  
ESPN / ESPN360.com  
Idaho State at Hawaii

6 a.m.  
ESPN  
College Hoops Tip-Off Special

10 a.m.  
ESPN / ESPN360.com  
Penn at Drexel

**noon**  
**ESPN / ESPN360.com**  
**Liberty at UNC Asheville**

2 p.m.  
ESPN / ESPN360.com  
Iowa at Kansas (women)

4 p.m.  
ESPN / ESPN360.com  
Centenary at Baylor

6 p.m.  
ESPN / ESPN360.com  
CBE Classic: Richmond at Syracuse

7 p.m.  
ESPNU  
NIT Regional Final (from Purdue)

7:30 p.m.  
ESPN2 / ESPN360.com  
NIT Regional Final (from Boston College)

8 p.m.  
ESPN  
College GameDay (from Chapel Hill)

9 p.m.  
ESPN / ESPN360.com  
Kentucky at North Carolina

9 p.m.  
ESPNU  
CBE Classic: Florida Gulf Coast at Kansas

9:30 p.m.  
ESPN2 / ESPN360.com  
NIT Regional Final (from Oklahoma)

11:30 p.m.  
ESPN2 / ESPN360.com  
NIT Regional Final (from Arizona)