



**For Immediate Release**

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## **GEICO AUTO INSURANCE TEAMS UP WITH MBC IN PRESENTING BLACK COLLEGE SPORTS**

October 22, 2003—Atlanta, GA – MBC Network's Black College Sports fans will soon see a new player during the weekly telecast of games. Having signed a national, multi-year advertising agreement with GEICO Auto Insurance, the carrier will soon be included in the network's sports lineup coverage.

As a viable advertising vehicle to reach the 25-54 African American cable household MBC's distinctive programming will continue with its mission to empower and impact the community that it serves. "Over the years MBC has positioned itself as a network that addresses the need for family friendly programming targeted to the African American family" stated Wanda Pendelton, National Director of Ad Sales. "GEICO Auto Insurance recognizes MBC's ability to tap into this much underserved audience that possesses millions of dollars in disposable income." Some of the deal points of the multi year agreement includes, HBCU sports advertising sponsorship, special in game features, and GEICO's branding included on a variety of promotional materials for HBCU sports on MBC.

MBC welcomes GEICO Auto Insurance as a partner in helping to make Black College Sports history. According to GEICO's Ted Ward, Vice President of Marketing, "We are proud to be a sponsor of MBC Sports. It's a great way for us to show our support of HBCUs and develop an association with the four major Black College Athletic conferences. With us pushing forward in our African-American marketing efforts the network is a perfect fit for our campaign".

With GEICO's on-going marketing campaign to further reach the African American consumer, MBC Network will serve as a natural bridge in connecting the two. MBC is the only 24 hour, African American owned, family oriented cable network that has taken the lead in providing programming that reflects the interest and concerns of the African American community. From the network's evening newscast, that provides news from an urban perspective to its historical 100 game coverage of black college sports, MBC Network is the urban family channel.

### **About MBC Network**

Major Broadcasting Cable Network, (MBC) is America's first minority owned and operated, 24-hour cable network committed to providing wholesome entertainment for the entire family. The vision of MBC Network is to provide intelligent, family oriented programming that embraces values in the business, entertainment, sports, non-profit and government sectors. MBC Network demonstrates its commitment to the community that it serves by providing and reinforcing positive messages in program content and through direct engagement in the community.

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