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LOWE'S SENIOR CLASS AWARD ANNOUNCES LAUNCH OF NEW WEBSITE

(Kansas City, MO) – The Lowe's Senior CLASS Award announced the launch of a new website today, in order to provide a heightened online experience for fans, media, and collegiate administrators.

The new site, www.seniorclassaward.com, features a brand new look with enhanced navigation and voting capabilities. In addition to a smooth user interface, the new site also provides the ability to incorporate Facebook and Twitter applications into the process.

"The student-athletes who are candidates for the Lowe's Senior CLASS Award have displayed great achievements across their communities, classrooms and fields of competition," said **Bob Gfeller**, Lowe's Senior Vice President of Marketing and Advertising "They deserve all the attention we can provide. We are excited that fans now have additional ways to not only gather information about each finalist but to vote for these deserving collegians."

Broadcasters and sports writers from all nine sports are also contributing to the new site as guest columnists. One will be featured each week, reinforcing the theme of the award and the impact of senior leadership on collegiate athletics.

Lowe's recently also announced the addition of text voting, available for the first time in the award's history. Fans are able to vote for their favorite finalist once per day per sport, in addition to online voting at the new site.

An acronym for Celebrating Loyalty and Achievement for Staying in School, the Lowe's Senior CLASS Award focuses on the total student-athlete and encourages those leaders to use their platform in athletics to make a positive impact on their circle of influence.

This prestigious awards program was launched during the 2001-02 basketball season. Lowe's, an Official Corporate Partner of the NCAA, added six sports in 2007 after becoming the title sponsor, and has expanded this year to include the NCAA Division I Football Bowl Subdivision.

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ABOUT THE AWARD

An acronym for *Celebrating Loyalty and Achievement for Staying in School*, the Lowe's Senior CLASS Award honors the attributes of senior student-athletes in four areas: classroom, community, character and competition. The award program is designed exclusively for college seniors who are utilizing their complete athletic eligibility, remaining committed to their university and pursuing the many rewards that a senior season can bring. For more information, visit www.seniorclassaward.com.

ABOUT LOWE'S

With fiscal year 2007 sales of \$48.3 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 14 million customers a week at more than 1,525 home improvement stores in the United States and Canada. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit www.lowes.com.

ABOUT THE NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association.

ABOUT NCAA FOOTBALL

NCAA Football USA, Inc. is a coalition of the American Football Coaches Association, the Conference Commissioners Association, the National Association of Collegiate Directors of Athletics and the National Collegiate Athletics Association and serves to improve, promote and protect college football for those who play, coach, support and dream of playing the game. IMG has served as NCAA Football's managing partner since its inception.

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