

For Immediate Release
June 30, 2009

ESPN ANNOUNCES SPONSORS FOR 2009 ESPY AWARDS

The 2009 ESPYs Co-Presented by Under Armour and Land Rover to Be Televised Sunday, July 19 at 9 p.m. ET on ESPN/ESPN HD

ESPN announces the sponsor roster for the 15th annual [ESPY Awards Co-presented by Under Armour and Land Rover](#). The show will be taped Wednesday, July 15, from the Nokia Theatre at L.A. LIVE in Los Angeles and televised Sunday, **July 19, at 9 p.m. ET on ESPN/ESPN HD**. Additional unique content will be available on a variety of ESPN platforms including ESPN.com, ESPN Mobile, ESPN Deportes and ESPN International.

Co-presenting sponsors **Under Armour** and **Land Rover** join returning associate sponsors **EA SPORTS**, **Gatorade**[®], **Miller Lite**, and **The Weinstein Company**. First-time associate sponsors include **AXE Hair** and **SUBWAY**[®] restaurants. The Weinstein Company will promote the theatrical release of Quentin Tarantino's ***Inglourious Basterds*** and Miller Lite will serve as the presenting sponsor of the official ESPY Post Party.

In addition to on-site hospitality opportunities, sponsorship benefits include media components across many of ESPN's screens, including ESPN, ESPN2, ESPN Deportes, ESPN.com and ESPN's Mobile web site, as well as ESPN Radio and *ESPN The Magazine*. Sponsors also participate in the ESPY Celebrity Golf Classic benefitting the Jimmy V Foundation.

For the second year, **Kellogg's Frosted Flakes**[®] is sponsoring the 2009 ESPY Breakfast on July 15, where *Kellogg's Frosted Flakes*[®] will award one of four finalists the **2009 Youth Achievement Award** as part of the *Earn Your Stripes*[™] program. The four finalists were nominated from the *Kellogg's Frosted Flakes*[®] partner organizations: *Little League International*, *Girls on the Run International*, and *Pop Warner Little Scholars*.

About the ESPY Awards

The ESPYs gather top celebrities from sports and entertainment to commemorate the past year in sports by recognizing major sports achievements, reliving unforgettable moments and saluting the leading performers and performances. *The 2009 ESPYs* will recognize both sport-specific achievements, such as "Best MLB Player" and "Best WNBA Player," and best-in-sport winners, such as "Best Team" or "Best Female Athlete" that pit nominees from different sports against each other. *The ESPYs* honor ESPN's commitment to The V Foundation for Cancer Research, a partnership launched with the late Jim Valvano at the inaugural ESPYs in 1993.

Fans will determine the winners in all categories (except the Arthur Ashe Courage Award and other special awards) by voting online at www.espys.tv through July 11.

* The show will be taped Wednesday, July 15, from the Nokia Theatre at L.A. LIVE in Los Angeles

* For the second time in several years, a limited amount of ESPYs tickets are available for public purchase through www.ticketmaster.com.

Official ESPYs photos are available at www.espnmediazone.com

-30-

Media Contact: Amy Phillips (amy.phillips@espn.com) at (212) 456-0226