

**RECENT HIGH SCHOOL FOOTBALL PROMOTION RIVALS
MONDAY NIGHT FOOTBALL EXCITEMENT AND RESULTS IN MIDDLE TENNESSEE**

NASHVILLE, Tenn., January 9, 2008 – An eleven-week, multi-channel promotion that created a new avenue for high school students to support their school and local Taco Bell restaurants this past fall, did for Middle Tennessee schools and restaurants what Monday Night Football has done so well for the NFL and the nation.

Create excitement for a consumer brand.

The promotion also broke new ground for high school athletics in the Middle Tennessee area and both schools and Taco Bell franchises in the area are “ready for some football....!”

Titled “Taco Bell’s Thursday Night Lights,” the innovative program featured the move of a premium high school football game normally played on Friday night to Thursday night for live TV coverage. The promotion also wrapped in a variety of on-air, on-line, in-venue and sweepstakes components. When it was all said and done, the \$100,000 sponsorship created increased brand exposure, web traffic, foot traffic and a value-to-cost index of 173% for the over 70 Middle Tennessee area Taco Bell restaurants . It also awarded a Nashville school a special grant and further established Nashville’s Sinclair TV stations as leaders with the high school sports market.

Conceived and developed by Sinclair Broadcasting and J&A integrated thinking, Taco Bell’s regional advertising agency, the unique promotion garnered a lot of interest from participants.

“We wanted to showcase high school football, as well as the athletes, students, teachers and even the communities attached to those schools, all in a positive light,” said Dale Bukowski, local sales manager, Sinclair Broadcasting (MYTV30). “And just as Monday Night Football compliments the Sunday pro schedule, we also wanted to elevate the Thursday night game to more of an event for those communities. Given the level of enthusiasm we secured from schools and the folks at Taco Bell, we certainly feel like we achieved new levels of excitement. I believe we also further established MYTV30 as Middle Tennessee’s home for high school athletics.”

“For us, we simply wanted to support the schools, communities and our restaurants in an innovative way,” said John Miljanich, vice president of operations for Management Resources Company (MRCO), the largest Taco Bell franchise group in Nashville which helped refine the promotion so that it also promoted the chain’s new Frutista Freeze drink. “Sure, we saw a lot of positives for our business, but our measure of success was really the enthusiasm we saw in the students and neighbors who frequent or work in our stores. That should grow into even more gains for our restaurants.”

During the 11-week fall football schedule, a featured high school game was moved for TV coverage. Special in-school pep rallies, television interviews with coaches, principals, students and Taco Bell representatives, along with on-line and on-the-field activities each week rounded out a program intended to increase the profile of high school sports, nearby communities and Taco Bell restaurants.

The collaborative effort involved the Taco Bells of Middle Tennessee Association, Sinclair Broadcasting (WUXP-MYTV 30, WZTV-Fox17 and WNAB-CW 58), J&A integrated thinking, the Governor’s Highway Safety Office, the Metropolitan Nashville Public Schools’ Athletic Department and 20 public and private high schools in seven Middle Tennessee counties.

J&A and Sinclair delivered an aggressive advertising schedule that targeted 18-34 year old consumers. Part of the television component included live, game-day pep rallies at the schools and interview coverage on the station’s early morning show.

Cross Creek Productions of Birmingham, Alabama, a production company that usually broadcasts collegiate and pro sports, produced the game coverage. Several high schools even provided their own half-time school commercial for the broadcast.

In-venue coverage included banners and special signage, PA announcements, product sampling and public service announcements.

The promotion’s on-line component encouraged students and consumers from all Middle Tennessee schools to show their school spirit by going on line to register for a weekly drawing of an iPod from the restaurant company. Registrants were limited to one registration per email address per day, and could be no younger than 13. Each registration was also a vote for their

participating high school of choice, and culminated in a season-ending drawing where one school won a grant to use however they wished.

Website visits to the broadcast stations' websites, as a result, increased more than ten times over previous year visits.

"It was a good first season of Taco Bell's Thursday Night Lights high school football and a great concept to develop and implement," said Steve Barry, president, J&A integrated thinking, "Not only did it positively highlight the athletic and academic programs of some great public and private schools, but it also spurred a lot of community pride."

"If we can continue building excitement, there's a lot of good that can be done for high schools and communities throughout this area."

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